

ID	AMSID	Qs0	Qs1	Qs2	Qs3_1	Qs3_2	Qs3_3	Qs3_4	Qs3_5	Qs3_6	Qs4_1	Qs4_2	Qs4_3	Qs4_4	Qs4_5	Qs4_6	Qs4_7	Qs4_8	Qs5_1
444	ERCQSM4WNRVE7	2	2	1						1	1	1			1	1	1		1
445	ERCQSM4WP2C51	2	2	2						1	1	1	1	1	1	1			1
446	ERCQSM4WNNMV42	2	5	1						1	1	1	1	1	1	1	1		
447	ERCQSM4WOYEN1	2	5	2						1	1		1	1	1	1	1		1
448	ERCQSM4WOZI30	1	2	2					1										
449	ERCQSM4WNVUE0	2	4	1						1			1		1				
450	ERCQSM4WNX9V1	1	5	1						1	1			1	1	1			
451	ERCQSM4WNKP42	2	5	1						1	1	1	1	1	1				1
452	ERCQSM4WP2BI2	1	5	2						1	1		1	1	1		1		1
453	ERCQSM4WNP276	2	5	1						1								1	
454	ERCQSM4WNO047	2	3	1						1								1	
455	ERCQSM4WNKFK5	2	4	1						1	1				1				1
456	ERCQSM4WNERI9	2	5	2						1	1	1			1		1		1
457	ERCQSM4WNN6J8	2	5	1						1			1		1				1
458	ERCQSM4WOZWD1	1	5	2						1	1						1		1
459	ERCQSM4WNKR73	1	5	1						1	1		1	1	1	1			1
460	ERCQSM4WNVTH5	2	5	1						1	1		1	1	1				1
461	ERCQSM4WNKKX4	1	4	2															
462	ERCQSM4WP65B1	2	5	2						1	1			1	1				
463	ERCQSM4WNKWG6	1	5	1						1					1	1			
465	ERCQSM4WP3M91	1	3	2						1	1	1	1	1	1	1	1		1
466	ERCQSM4WOW4G7	2	2	2						1					1				
467	ERCQSM4WNNMU50	2	5	1						1	1			1	1	1	1		
468	ERCQSM4WOXE38	1	3	2					1										
469	ERCQSM4WP64M0	1	4	2						1	1			1	1	1			1

ID	Qs5_2	Qs5_3	Qs5_4	Qs5_5	Qs5_6	Qs5_7	Qs5_8	Q1	Hershey Only	Q2	Q3
444	1		1	1	1			1	1	Hershey's	The waxy texture and the shape of the individual segments.
445	1	1	1	1	1			2	2		
446		1	1	1							
447				1	1			3	2		
448											
449							1				
450			1	1	1						
451	1	1	1	1				3	2		
452		1		1	1	1		3	2		
453							1				
454							1				
455		1		1	1			1	1	hersey	Hershey
456	1							1	1	Hersey	they are the only company that i know that uses this shape
457		1		1							
458	1							1	1	Hershey	I usually buy Hershey Bars
459		1	1	1	1			1	1	Hershey	Looks a bit like a Hershey bar.
460		1	1	1				3	2		
461											
462				1							
463		1		1	1						
465	1	1	1	1	1	1	1	1	1	Hershey's	Hershey's always has those rectangles on their candy bars.
466				1							
467			1	1	1						
468											
469			1	1				1	1	Hershey	Because of the connected squares.

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ID	Q4	Q5	ImgVer	vID	vAge	vGender	Status	StartDate	StartTime
444			T	DP8WBVCLH T29	29	M	COMPLETE	11/9/2010	5:27:42 PM
445	Nestle, Hershey's	Looks like Nestle Crunch bar, different look than Hershey's cookies and cream or milk chocolate but similar	T	DP8WBWGGN HV2	29	F	COMPLETE	11/9/2010	5:27:49 PM
446				DP8WBVD8B 5G9	68	M	TERM-Qs5	11/9/2010	5:27:54 PM
447			C	DP8WBVTGM MH5	69	F	COMPLETE	11/9/2010	5:28:10 PM
448				DP8WBWG7Z TP5	33	F	TERM-Qs3	11/9/2010	5:28:31 PM
449				DP8WBVJMB GM4	52	M	TERM-Qs5	11/9/2010	5:28:38 PM
450				DP8WBVG6J G61	72	M	TERM-Qs5	11/9/2010	5:28:52 PM
451			C	DP8WBV833J K9	69	M	COMPLETE	11/9/2010	5:29:07 PM
452			C	DP8WBWGFQ 5M5	72	F	COMPLETE	11/9/2010	5:29:13 PM
453				DP8WBV9LD BM0	75	M	TERM-Qs5	11/9/2010	5:29:37 PM
454				DP8WBV6KK C49	45	M	TERM-Qs5	11/9/2010	5:31:08 PM
455			T	DP8WBV7QZ 5S8	59	M	COMPLETE	11/9/2010	5:31:14 PM
456			T	DP8WB93G4T M21	67	F	COMPLETE	11/9/2010	5:32:19 PM
457				DP8WBV8B2P N3	74	M	TERM-Qs5	11/9/2010	5:32:31 PM
458			C	DP8WBX2PT Q92	67	F	COMPLETE	11/9/2010	5:32:35 PM
459			T	DP8WBV86S Q82	66	M	COMPLETE	11/9/2010	5:32:39 PM
460			C	DP8WBVJKW ZZ9	75	M	COMPLETE	11/9/2010	5:33:10 PM
461				DP8WBV71TV M9	67	M	TERM-UserInfo	11/9/2010	5:33:26 PM
462				DP8WBWVHG V88	68	F	TERM-Qs5	11/9/2010	5:33:32 PM
463				DP8WBVSRM CJ3	69	M	TERM-Qs5	11/9/2010	5:34:10 PM
465			T	DP8WBVGX4 L50	40	F	COMPLETE	11/9/2010	5:34:38 PM
466				DP8WBWSHL R40	33	F	TERM-Qs5	11/9/2010	5:34:45 PM
467				DP8WBVD7S VL2	67	M	TERM-Qs5	11/9/2010	5:35:01 PM
468				DP8WBWLZY 6C8	39	F	TERM-Qs3	11/9/2010	5:35:59 PM
469			C	DP8WBWVNZT DX6	64	F	COMPLETE	11/9/2010	5:36:55 PM

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ID	EndTime	Elapsed Time	NextURL
444	5:29:51 PM	0:02:09	process_exit.asp?cat=c&id=ERCQSM4WNRVE7
445	5:29:35 PM	0:01:46	process_exit.asp?cat=c&id=ERCQSM4WP2C51
446	5:29:21 PM	0:01:27	process_exit.asp?cat=t&id=ERCQSM4WNNV42
447	5:29:43 PM	0:01:33	process_exit.asp?cat=c&id=ERCQSM4WOYEN1
448	5:28:46 PM	0:00:15	process_exit.asp?cat=t&id=ERCQSM4WOZI30
449	5:30:20 PM	0:01:42	process_exit.asp?cat=t&id=ERCQSM4WNVUE0
450	5:29:39 PM	0:00:47	process_exit.asp?cat=t&id=ERCQSM4WNX9V1
451	5:30:45 PM	0:01:38	process_exit.asp?cat=c&id=ERCQSM4WNNKP42
452	5:30:30 PM	0:01:17	process_exit.asp?cat=c&id=ERCQSM4WP2BI2
453	5:31:03 PM	0:01:26	process_exit.asp?cat=t&id=ERCQSM4WNP276
454	5:31:28 PM	0:00:20	process_exit.asp?cat=t&id=ERCQSM4WNO047
455	5:33:17 PM	0:02:03	process_exit.asp?cat=c&id=ERCQSM4WNNFK5
456	5:34:19 PM	0:02:00	process_exit.asp?cat=c&id=ERCQSM4WNERI9
457	5:33:32 PM	0:01:01	process_exit.asp?cat=t&id=ERCQSM4WNN6J8
458	5:34:33 PM	0:01:58	process_exit.asp?cat=c&id=ERCQSM4WOZWD1
459	5:40:46 PM	0:08:07	process_exit.asp?cat=c&id=ERCQSM4WNNR73
460	5:34:48 PM	0:01:38	process_exit.asp?cat=c&id=ERCQSM4WNVTH5
461	5:33:41 PM	0:00:15	process_exit.asp?cat=t&id=ERCQSM4WNNKX4
462	5:34:24 PM	0:00:52	process_exit.asp?cat=t&id=ERCQSM4WP65B1
463	5:35:04 PM	0:00:54	process_exit.asp?cat=t&id=ERCQSM4WNNKW6
465	5:36:44 PM	0:02:06	process_exit.asp?cat=c&id=ERCQSM4WP3M91
466	5:36:39 PM	0:01:54	process_exit.asp?cat=t&id=ERCQSM4WOW4G7
467	5:36:21 PM	0:01:20	process_exit.asp?cat=t&id=ERCQSM4WNNMUS0
468	5:36:13 PM	0:00:14	process_exit.asp?cat=t&id=ERCQSM4WOXE38
469	5:40:10 PM	0:03:15	process_exit.asp?cat=c&id=ERCQSM4WP64M0

ID	AMSID	Qs0	Qs1	Qs2	Qs3_1	Qs3_2	Qs3_3	Qs3_4	Qs3_5	Qs3_6	Qs4_1	Qs4_2	Qs4_3	Qs4_4	Qs4_5	Qs4_6	Qs4_7	Qs4_8	Qs5_1
470	ERCQSM4W0V000	1	3	2						1	1			1	1				1
471	ERCQSM4WP7K52	1	2	2						1	1	1	1		1	1			
472	ERCQSM4W0ZTT2	1	5	2						1	1		1		1				1
473	ERCQSM4WP4Q9	2	2	2															
474	ERCQSM4WNNKFT7	2	5	1						1	1	1	1	1	1	1			
475	ERCQSM4WP4Q95	1	2	2						1	1	1	1	1	1	1	1		1
476	ERCQSM4W0W2D5	1	4	2						1	1				1	1	1		1
477	ERCQSM4WNNW42	2	4	1															
478	ERCQSM4WNP7C7	2	2	1						1	1		1	1	1	1			1
479	ERCQSM4WP8X32	1	4	2						1	1		1	1	1	1			1
480	ERCQSM4WNP093	1	3	2															
481	ERCQSM4WP3PW8	1	5	2						1	1		1	1					1
482	ERCQSM4WNEQ92	1	4	2						1	1	1	1	1	1	1	1	1	1
483	ERCQSM4WP10A9	1	3	2						1	1			1	1	1	1	1	1
484	ERCQSM4WP8XW9	1	2	2						1					1				
485	ERCQSM4WP8KF6	2	5	2						1				1					1
486	ERCQSM4WP6524	1	3	2						1	1		1		1	1			1
487	ERCQSM4WP2796	2	3	2						1	1	1	1	1	1	1	1		
488	ERCQSM4WNN544	2	5	1						1	1		1	1	1	1	1	1	1
489	ERCQSM4WNP4C0	1	5	1						1				1		1	1		
490	ERCQSM4W0VWD9	2	2	2						1	1	1			1				1
491	ERCQSM4W0YD00	1	4	2					1										
492	ERCQSM4WNYBK1	1	2	1						1	1	1	1	1	1				1
493	ERCQSM4WNN4S2	1	5	1						1			1		1				
494	ERCQSM4WP2SD5	1	4	2						1	1	1			1		1		

ID	Qs5_2	Qs5_3	Qs5_4	Qs5_5	Qs5_6	Qs5_7	Qs5_8	Q1	Hershey Only	Q2	Q3
470			1	1				3		2	
471	1	1	1								
472		1	1	1				1	1	Bakers	Changed my mind - Hershey - that is how I remember it.
473											
474		1	1								
475	1	1	1	1	1			1	1	Hershey	Design of the bar.
476			1	1	1	1		1	1	HERSHEY	HERSHEY - THE GREAT AMERICAN CHOCOLATE BAR SINCE I WAS A LITTLE CHILD !
477											
478		1	1	1	1			1	1	Hershey's	They make their bars like this ... the proportion of the bar and squares within.
479	1	1	1	1	1	1		1	1	Hershey	The chocolate bar has always been breakable into squares.
480											
481		1	1					1	1	Hershey	The border
482				1	1			3	2		
483			1	1		1		1	2	Hershey / Cadbury	Divided into squares
484								1			
485		1	1								
486	1	1	1	1	1	1		3	2		
487	1	1	1	1	1						
488		1	1	1	1	1		1	1	BERSHEYS	IT JUST LOOKS LIKE THEIRS
489			1			1					
490	1	1		1	1			3	2		
491											
492	1	1	1	1				2	2		
493		1	1	1							
494	1			1							

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ID	Q4	Q5	ImgVer	vID	vAge	vGender	Status	StartDate	StartTime
470			C	DP8WBX317 WT9	41	F	COMPLETE	11/9/2010	5:38:05 PM
471				DP8WBX3RT BG5	24	F	TERM-Qs5	11/9/2010	5:38:17 PM
472			T	DP8WBWT6N J23	80	F	COMPLETE	11/9/2010	5:38:31 PM
473				DP8WBX5317 P4	43	F	TERM-UserInfo	11/9/2010	5:38:32 PM
474				DP8WBV7QD V73	67	M	TERM-Qs5	11/9/2010	5:38:55 PM
475			T	DP8WBX5546 F8	29	F	COMPLETE	11/9/2010	5:39:12 PM
476			T	DP8WBWS6J XW6	55	F	COMPLETE	11/9/2010	5:39:13 PM
477				DP8WBVG2H CC0	35	M	TERM-UserInfo	11/9/2010	5:39:19 PM
478			T	DP8WBV92W 2P9	30	M	COMPLETE	11/9/2010	5:39:40 PM
479			C	DP8WBWHW N8S7	59	F	COMPLETE	11/9/2010	5:41:43 PM
480				DP8WBVB05 CJ5	50	M	TERM-UserInfo	11/9/2010	5:42:31 PM
481			C	DP8WBWPK3 7G7	68	F	COMPLETE	11/9/2010	5:43:48 PM
482			C	DP8W95G2Z 427	50	F	COMPLETE	11/9/2010	5:44:14 PM
483			C	DP8WBX4LB DB3	42	F	COMPLETE	11/9/2010	5:44:43 PM
484				DP8WBWHZ2 7Z8	30	F	TERM-Qs5	11/9/2010	5:45:15 PM
485				DP8WBWNHG KK0	66	F	TERM-Qs5	11/9/2010	5:45:39 PM
486			C	DP8WBWN3Q GH2	38	F	COMPLETE	11/9/2010	5:45:42 PM
487				DP8WBXZZQ RR7	40	F	TERM-Qs5	11/9/2010	5:46:09 PM
488			T	DP8WBV685 M71	71	M	COMPLETE	11/9/2010	5:46:16 PM
489				DP8WBV9PJ W85	67	M	TERM-Qs5	11/9/2010	5:46:45 PM
490			T	DP8WBX22C VC2	18	F	COMPLETE	11/9/2010	5:46:57 PM
491				DP8WBWSXH 5F5	54	F	TERM-Qs3	11/9/2010	5:47:10 PM
492	hershey	because	C	DP8WBVKCA 753	31	M	COMPLETE	11/9/2010	5:49:02 PM
493				DP8WBV87LC C7	71	M	TERM-Qs5	11/9/2010	5:49:27 PM
494				DP8WBWTX9 GD8	50	F	TERM-Qs5	11/9/2010	5:49:28 PM

ID	EndTime	Elapsed Time	NextURL
470	5:39:12 PM	0:01:07	process_exit.asp?cat=c&id=ERCQSM4W0V000
471	5:38:46 PM	0:00:29	process_exit.asp?cat=t&id=ERCQSM4WP7KS2
472	5:41:11 PM	0:02:40	process_exit.asp?cat=c&id=ERCQSM4WOZTT2
473	5:38:52 PM	0:00:20	process_exit.asp?cat=t&id=ERCQSM4WP4QU9
474	5:39:33 PM	0:00:38	process_exit.asp?cat=t&id=ERCQSM4WKNFT7
475	5:40:26 PM	0:01:14	process_exit.asp?cat=c&id=ERCQSM4WP4Q95
476	5:40:43 PM	0:01:30	process_exit.asp?cat=c&id=ERCQSM4WOW2D5
477	5:39:52 PM	0:00:33	process_exit.asp?cat=t&id=ERCQSM4WNVV42
478	5:41:14 PM	0:01:34	process_exit.asp?cat=c&id=ERCQSM4WNP7C7
479	5:43:44 PM	0:02:01	process_exit.asp?cat=c&id=ERCQSM4WP8X32
480	5:42:47 PM	0:00:16	process_exit.asp?cat=t&id=ERCQSM4WNP93
481	5:45:53 PM	0:02:05	process_exit.asp?cat=c&id=ERCQSM4WP3PW8
482	5:45:24 PM	0:01:10	process_exit.asp?cat=c&id=ERCQSM4WNEQ92
483	5:46:25 PM	0:01:42	process_exit.asp?cat=c&id=ERCQSM4WP10A9
484	5:45:49 PM	0:00:34	process_exit.asp?cat=t&id=ERCQSM4WP8XW9
485	5:46:39 PM	0:01:00	process_exit.asp?cat=t&id=ERCQSM4WP8KF6
486	5:46:47 PM	0:01:05	process_exit.asp?cat=c&id=ERCQSM4WP6524
487	5:47:04 PM	0:00:55	process_exit.asp?cat=t&id=ERCQSM4WP2796
488	5:48:20 PM	0:02:04	process_exit.asp?cat=c&id=ERCQSM4WNN544
489	5:47:42 PM	0:00:57	process_exit.asp?cat=t&id=ERCQSM4WNP4C0
490	5:48:20 PM	0:01:23	process_exit.asp?cat=c&id=ERCQSM4W0VWD9
491	5:47:30 PM	0:00:20	process_exit.asp?cat=t&id=ERCQSM4WOYD00
492	5:50:23 PM	0:01:21	process_exit.asp?cat=c&id=ERCQSM4WNYBK1
493	5:50:14 PM	0:00:47	process_exit.asp?cat=t&id=ERCQSM4WNN4S2
494	5:50:29 PM	0:01:01	process_exit.asp?cat=t&id=ERCQSM4WP2SD5

ID	AMSID	Qs0	Qs1	Qs2	Qs3_1	Qs3_2	Qs3_3	Qs3_4	Qs3_5	Qs3_6	Qs4_1	Qs4_2	Qs4_3	Qs4_4	Qs4_5	Qs4_6	Qs4_7	Qs4_8	Qs5_1
495	ERCQSM4WP2DX0	2	2	2						1	1	1		1	1	1			1
496	ERCQSM4WP6K54	2	4	2						1	1	1	1	1	1		1		1
497	ERCQSM4WNKK54	1	5	1						1								1	
498	ERCQSM4WP0YX3	3																	
499	ERCQSM4WP73T5	1	5	2						1	1	1	1	1	1	1	1		
500	ERCQSM4WNKJ15	1	5	1						1	1	1	1		1	1			
501	ERCQSM4WP5823	2	2	2						1	1	1	1	1					1
502	ERCQSM4WOYEX1	2	3	2						1		1		1					
503	ERCQSM4WNZRN7	2	4	2						1	1	1	1	1	1	1			1
504	ERCQSM4WP54W2	2	2	2						1	1	1	1	1	1	1	1		1
505	ERCQSM4WP6LV7	1	4	2						1	1	1	1	1	1	1	1		1
506	ERCQSM4WP8JK7	1	4	2			1				1			1	1	1	1		
507	ERCQSM4WNY51	1	4	1						1				1	1				1
508	ERCQSM4WP8Y80	2	5	2						1	1	1	1	1	1				1
509	ERCQSM4WP7NO7	2	2	2						1	1	1	1	1	1		1		
510	ERCQSM4WOZFT6	1	5	2						1	1	1	1	1	1				1
511	ERCQSM4WOZV2	1	4	2						1	1	1		1	1				1
512	ERCQSM4WNRG70	2	5	1						1	1		1	1	1				
513	ERCQSM4WNLWA6	1	5	1						1		1	1	1	1	1	1		
514	ERCQSM4WNT7G1	1	4	1						1	1	1	1	1					1
515	ERCQSM4WP53W3	2	2	2					1										
516	ERCQSM4WOXJB2	1	2	2						1	1	1	1	1	1	1			1
517	ERCQSM4WP8WV2	1	4	2						1	1	1		1	1		1		1
518	ERCQSM4WNJLC7	2	4	2															
519	ERCQSM4WNO2I2	2	2	1						1				1	1				1

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ID	Qs5_2	Qs5_3	Qs5_4	Qs5_5	Qs5_6	Qs5_7	Qs5_8	Q1	Hershey Only	Q2	Q3
495	1		1	1	1			1	1	Hershey's	lines on the chocolate
496	1	1	1	1			1		1	Hershey	cause the Hershey bar looks just like this
497								1			
498											
499		1	1	1	1	1					
500	1	1		1							
501	1	1	1						1	Hersheys	same type squares
502	1		1								
503	1	1	1	1	1				1	Hersey	Looks like a plain Hersey bar to me
504	1	1	1	1	1	1			1	Hersheys	The rectangle shapes
505	1	1		1	1	1			1	hersheys	looks like hershey bar
506		1	1	1	1						
507				1							
508	1	1	1	1	1	1	1		3	2	
509	1	1	1	1			1				
510		1		1	1				1	1 Hershey's	I just think it looks like the regular chocolate Hershey bar.
511	1								1	1 Hershey	box design
512		1		1							
513	1	1	1	1	1						
514	1	1	1						1	1 Hersheys	The shape and the individual rectangles
515											
516	1			1	1				1	1 hersheys	because they have the rectangles
517	1		1	1	1	1			2	2	
518											
519	1		1	1							

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ID	Q4	Q5	ImgVer	vID	vAge	vGender	Status	StartDate	StartTime
495			C	DP8WBWGR9M51	34	F	COMPLETE	11/9/2010	5:51:00 PM
496			C	DP8WBX3FZ7Z9	52	F	COMPLETE	11/9/2010	5:51:12 PM
497				DP8WBV7ATKX9	66	M	TERM-Qs5	11/9/2010	5:51:21 PM
498				DP8WBX217KS8	20	F	TERM-Qs0	11/9/2010	5:52:27 PM
499				DP8WBX3FCQT5	65	F	TERM-Qs5	11/9/2010	5:53:44 PM
500				DP8WBV7WV278	73	M	TERM-Qs5	11/9/2010	5:53:57 PM
501			T	DP8WBX3812C2	23	F	COMPLETE	11/9/2010	5:54:04 PM
502				DP8WBWTDGF77	40	F	TERM-Qs5	11/9/2010	5:54:16 PM
503			T	DP8WBWXRQP59	58	F	COMPLETE	11/9/2010	5:55:34 PM
504			T	DP8WBX3KH23	25	F	COMPLETE	11/9/2010	5:57:06 PM
505			C	DP8WBX3CVX71	61	F	COMPLETE	11/9/2010	5:57:21 PM
506				DP8WBWKG9FQ8	52	F	TERM-Qs5	11/9/2010	5:57:45 PM
507				DP8WBWKMBQL4	59	M	TERM-Qs5	11/9/2010	5:57:54 PM
508			C	DP8WBWKJNFT1	74	F	COMPLETE	11/9/2010	5:58:26 PM
509				DP8WBX3M4881	28	F	TERM-Qs5	11/9/2010	5:59:06 PM
510			C	DP8WBWG4NBL8	73	F	COMPLETE	11/9/2010	5:59:18 PM
511			T	DP8WBWG4QPL8	51	F	COMPLETE	11/9/2010	5:59:56 PM
512				DP8WBVDWD5S9	67	M	TERM-Qs5	11/9/2010	6:00:20 PM
513				DP8WBV9J79Q0	66	M	TERM-Qs5	11/9/2010	6:01:33 PM
514			T	DP8WBKWC7H7	53	M	COMPLETE	11/9/2010	6:01:56 PM
515				DP8WBX3GD2J9	28	F	TERM-Qs3	11/9/2010	6:02:46 PM
516			T	DP8WBWPJ55L6	31	F	COMPLETE	11/9/2010	6:02:53 PM
517	Lindt, Godiva	it either reminds me of those chocolate bars or is those bars.	C	DP8WBWTHVZ7Z1	62	F	COMPLETE	11/9/2010	6:03:15 PM
518				DP8WBVCJRVJ0	69	M	TERM-UserInfo	11/9/2010	6:04:32 PM
519				DP8WBV8P43P8	28	M	TERM-Qs5	11/9/2010	6:05:06 PM

ID	EndTime	Elapsed Time	NextURL
495	5:54:37 PM	0:03:37	process_exit.asp?cat=c&id=ERCQSM4WP2DX0
496	5:53:38 PM	0:02:26	process_exit.asp?cat=c&id=ERCQSM4WP6KS4
497	5:52:06 PM	0:00:45	process_exit.asp?cat=t&id=ERCQSM4WNKK54
498	5:52:39 PM	0:00:12	process_exit.asp?cat=t&id=ERCQSM4WP0YX3
499	5:55:20 PM	0:01:36	process_exit.asp?cat=t&id=ERCQSM4WP73T5
500	5:54:55 PM	0:00:58	process_exit.asp?cat=t&id=ERCQSM4WNKJ15
501	5:56:31 PM	0:02:27	process_exit.asp?cat=c&id=ERCQSM4WP5823
502	5:54:55 PM	0:00:39	process_exit.asp?cat=t&id=ERCQSM4WOYEX1
503	5:57:58 PM	0:02:24	process_exit.asp?cat=c&id=ERCQSM4WNZRN7
504	5:58:32 PM	0:01:26	process_exit.asp?cat=c&id=ERCQSM4WP54W2
505	5:59:27 PM	0:02:06	process_exit.asp?cat=c&id=ERCQSM4WP6LV7
506	5:58:59 PM	0:01:14	process_exit.asp?cat=t&id=ERCQSM4WP8JK7
507	5:58:45 PM	0:00:51	process_exit.asp?cat=t&id=ERCQSM4WNP51
508	6:00:26 PM	0:02:00	process_exit.asp?cat=c&id=ERCQSM4WP8Y80
509	5:59:49 PM	0:00:43	process_exit.asp?cat=t&id=ERCQSM4WP7NO7
510	6:01:30 PM	0:02:12	process_exit.asp?cat=c&id=ERCQSM4WOZFT6
511	6:01:25 PM	0:01:29	process_exit.asp?cat=c&id=ERCQSM4WOZV2
512	6:01:50 PM	0:01:30	process_exit.asp?cat=t&id=ERCQSM4WNRG70
513	6:02:44 PM	0:01:11	process_exit.asp?cat=t&id=ERCQSM4WNLWA6
514	6:04:02 PM	0:02:06	process_exit.asp?cat=c&id=ERCQSM4WNT7G1
515	6:03:07 PM	0:00:21	process_exit.asp?cat=t&id=ERCQSM4WP53W3
516	6:04:09 PM	0:01:16	process_exit.asp?cat=c&id=ERCQSM4WOXJB2
517	6:06:44 PM	0:03:29	process_exit.asp?cat=c&id=ERCQSM4WP8WV2
518	6:04:48 PM	0:00:16	process_exit.asp?cat=t&id=ERCQSM4WNJLC7
519	6:05:43 PM	0:00:37	process_exit.asp?cat=t&id=ERCQSM4WNO2I2

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ID	AMSID	Qs0	Qs1	Qs2	Qs3_1	Qs3_2	Qs3_3	Qs3_4	Qs3_5	Qs3_6	Qs4_1	Qs4_2	Qs4_3	Qs4_4	Qs4_5	Qs4_6	Qs4_7	Qs4_8	Qs5_1
520	ERCQSM4WP76T2	1	4	2						1	1	1		1	1	1	1		1
521	ERCQSM4WP8OP2	1	2	2						1	1				1				1
522	ERCQSM4WP61M3	1	3	2						1	1			1	1	1			1
523	ERCQSM4WP3T11	1	4	2						1	1		1	1					1
524	ERCQSM4WP8WK4	1	4	2						1	1								1
525	ERCQSM4WNG7M5	1	4	2						1	1	1	1	1	1				
526	ERCQSM4WNP532	2	5	1						1	1				1	1	1		1
527	ERCQSM4WNR5B6	1	5	1					1										
528	ERCQSM4WOX1E2	1	4	2						1	1	1		1		1	1		1
529	ERCQSM4WOWZP0	1	4	2						1	1		1	1	1				1
530	ERCQSM4WP58Z2	5																	
531	ERCQSM4WOVL35	1	4	2						1	1	1							1
532	ERCQSM4WP57U3	1	2	2						1	1			1	1	1	1		1
533	ERCQSM4WP3AA7	2	4	2						1	1			1	1				
534	ERCQSM4WNZML6	2	4	2						1	1		1		1				1
535	ERCQSM4WOX246	1	4	2						1	1	1	1	1	1	1			1
536	ERCQSM4WP8YZ2	2	4	2						1	1	1	1	1	1	1	1		
537	ERCQSM4WOZGU3	1	4	2						1	1			1					1
538	ERCQSM4WP7GU2	2	3	2						1	1			1	1		1		
539	ERCQSM4WP3CZ5	1	3	2						1	1	1			1	1			1
540	ERCQSM4WNG6V8	2	2	2						1	1	1	1	1	1	1	1		1
541	ERCQSM4WOZEI9	2	2	2						1	1	1		1	1				1
542	ERCQSM4WOZY00	2	4	2						1	1		1		1				1
543	ERCQSM4WP6342	1	2	2						1	1	1	1	1	1	1	1		1

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ID	Qs5_2	Qs5_3	Qs5_4	Qs5_5	Qs5_6	Qs5_7	Qs5_8	Q1	Hershey Only	Q2	Q3
520	1	1	1	1	1	1	1	1	1	HERSHEYS	SHAPE AND EDGES
521				1	1			1	1	Hershey's	the shape of the chocolate bar
522			1		1			1	1	Hershey	because of the shape of the rectangles in the chocolate
523		1						3	2		
524								1	1	hershey	they make candy with square designs
525	1	1		1							
526					1	1		1	1	hersey	its very familiar
527											
528	1		1		1	1		1	1	Hershey's	Hershey's can be broken up into smaller pieces.
529		1	1					1	1	Hershey's	The little squares....
530											
531	1		1					4	2		
532			1	1	1	1		4	2		
533			1								
534						1		3	2		
535	1		1	1	1	1		3	2		
536	1	1	1	1		1					
537			1					1	1	Hersheys	That's what their bar looks like
538				1		1					
539				1	1			3	2		
540	1	1	1	1	1	1		2	2		
541	1	1	1	1				1	1	Hershey	The squares
542	1	1	1	1				1	1	Hershey's	It looks like their bars
543	1	1	1	1	1	1		1	2	WONKA bar manufactured by Nestle	because the Hershey bar is thinner and longer.

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ID	Q4	Q5	ImgVer	vID	vAge	vGender	Status	StartDate	StartTime
520			C	DP8WBWH7RHY3	53	F	COMPLETE	11/9/2010	6:06:06 PM
521			T	DP8WBWZKK4H5	19	F	COMPLETE	11/9/2010	6:08:29 PM
522			T	DP8WBWHG M467	43	F	COMPLETE	11/9/2010	6:08:47 PM
523			C	DP8WBWQHJCP3	63	F	COMPLETE	11/9/2010	6:09:48 PM
524			C	DP8WBWHV43B0	56	F	COMPLETE	11/9/2010	6:10:40 PM
525				DP8W95HFCR94	59	F	TERM-Qs5	11/9/2010	6:11:02 PM
526			T	DP8WBW9WJL1	65	M	COMPLETE	11/9/2010	6:11:04 PM
527				DP8WBVC94H48	65	M	TERM-Qs3	11/9/2010	6:11:53 PM
528			T	DP8WBX48GY26	50	F	COMPLETE	11/9/2010	6:11:59 PM
529			T	DP8WBX45T89	63	F	COMPLETE	11/9/2010	6:12:00 PM
530				DP8WBX5B9K65	42	F	TERM-Qs0	11/9/2010	6:14:27 PM
531			C	DP8WBWKKLD40	53	F	COMPLETE	11/9/2010	6:14:40 PM
532			C	DP8WBX58MJG3	21	F	COMPLETE	11/9/2010	6:14:42 PM
533				DP8WBX36M9M6	62	F	TERM-Qs5	11/9/2010	6:14:46 PM
534			C	DP8WBWKKXD32	58	F	COMPLETE	11/9/2010	6:15:03 PM
535			T	DP8WBWL6JL0	61	F	COMPLETE	11/9/2010	6:15:34 PM
536				DP8WBWNKNRS0	51	F	TERM-Qs5	11/9/2010	6:15:44 PM
537			T	DP8WBWG68BP6	58	F	COMPLETE	11/9/2010	6:15:57 PM
538				DP8WBWRHBP85	44	F	TERM-Qs5	11/9/2010	6:17:53 PM
539			C	DP8WBX4VDNK1	36	F	COMPLETE	11/9/2010	6:18:03 PM
540	ghirardelli symphony	if my memory serves me correctly, I think both of these brands have the broad, flat rectangular segments that this picture shows	C	DP8W95HC5K27	26	F	COMPLETE	11/9/2010	6:18:46 PM
541			C	DP8WBX4GQWS5	33	F	COMPLETE	11/9/2010	6:19:00 PM
542			C	DP8WBWGBLRH9	55	F	COMPLETE	11/9/2010	6:20:46 PM
543			C	DP8WBWHM3Q64	24	F	COMPLETE	11/9/2010	6:20:51 PM

ID	EndTime	Elapsed Time	NextURL
520	6:07:36 PM	0:01:30	process_exit.asp?cat=c&id=ERCQSM4WP76T2
521	6:09:59 PM	0:01:30	process_exit.asp?cat=c&id=ERCQSM4WP8OP2
522	6:10:46 PM	0:01:59	process_exit.asp?cat=c&id=ERCQSM4WP61M3
523	6:11:35 PM	0:01:47	process_exit.asp?cat=c&id=ERCQSM4WP3T11
524	6:11:45 PM	0:01:05	process_exit.asp?cat=c&id=ERCQSM4WP8WK4
525	6:12:06 PM	0:01:04	process_exit.asp?cat=t&id=ERCQSM4WNG7M5
526	6:13:28 PM	0:02:24	process_exit.asp?cat=c&id=ERCQSM4WNP532
527	6:12:17 PM	0:00:24	process_exit.asp?cat=t&id=ERCQSM4WNR5B6
528	6:13:40 PM	0:01:41	process_exit.asp?cat=c&id=ERCQSM4WOX1E2
529	6:14:02 PM	0:02:02	process_exit.asp?cat=c&id=ERCQSM4WOWZP0
530	6:14:45 PM	0:00:18	process_exit.asp?cat=t&id=ERCQSM4WP58Z2
531	6:15:32 PM	0:00:52	process_exit.asp?cat=c&id=ERCQSM4WOVL35
532	6:15:29 PM	0:00:47	process_exit.asp?cat=c&id=ERCQSM4WP57U3
533	6:15:42 PM	0:00:56	process_exit.asp?cat=t&id=ERCQSM4WP3AA7
534	6:16:02 PM	0:00:59	process_exit.asp?cat=c&id=ERCQSM4WNZML6
535	6:17:02 PM	0:01:28	process_exit.asp?cat=c&id=ERCQSM4WOX246
536	6:16:43 PM	0:00:59	process_exit.asp?cat=t&id=ERCQSM4WP8YZ2
537	6:17:15 PM	0:01:18	process_exit.asp?cat=c&id=ERCQSM4WOZGU3
538	6:18:38 PM	0:00:45	process_exit.asp?cat=t&id=ERCQSM4WP7GU2
539	6:19:15 PM	0:01:12	process_exit.asp?cat=c&id=ERCQSM4WP3CZ5
540	6:23:19 PM	0:04:33	process_exit.asp?cat=c&id=ERCQSM4WNG6V8
541	6:22:09 PM	0:03:09	process_exit.asp?cat=c&id=ERCQSM4WOZEI9
542	6:22:24 PM	0:01:38	process_exit.asp?cat=c&id=ERCQSM4WOZY00
543	6:22:44 PM	0:01:53	process_exit.asp?cat=c&id=ERCQSM4WP6342

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ID	AMSID	Qs0	Qs1	Qs2	Qs3_1	Qs3_2	Qs3_3	Qs3_4	Qs3_5	Qs3_6	Qs4_1	Qs4_2	Qs4_3	Qs4_4	Qs4_5	Qs4_6	Qs4_7	Qs4_8	Qs5_1
544	ERCQSM4WOZHP2	2	4	2						1	1	1			1				1
545	ERCQSM4WNX8Z4	1	2	1						1	1	1	1	1	1	1	1		1
546	ERCQSM4WOYVY2	1	4	2						1	1								1
547	ERCQSM4WNKQP4	1	5	1						1					1				
548	ERCQSM4WNSWG0	2	4	1						1	1		1		1	1			1
549	ERCQSM4WNJEX2	2	3	1						1	1	1	1	1	1	1	1		1
550	ERCQSM4WP8YF2	1	4	2						1	1			1	1				1
551	ERCQSM4WNWYN6	1	4	1															
552	ERCQSM4WNFPY7	2	3	2						1	1	1		1	1	1	1		1
553	ERCQSM4WP4T35	1	5	2						1	1	1			1				1
554	ERCQSM4WNKTO3	2	5	1						1	1		1	1	1				
555	ERCQSM4WNLSL8	1	5	1						1	1		1	1	1	1			1
556	ERCQSM4WNX8A4	1	5	1						1	1	1	1		1	1	1		1
557	ERCQSM4WP5237	1	5	2						1	1				1	1	1		1
558	ERCQSM4WNW098	1	2	1						1	1	1			1	1			1
559	ERCQSM4WNZMU8	1	4	2						1	1	1	1		1				1
560	ERCQSM4WP5484	2	2	2						1	1	1	1		1	1			1
561	ERCQSM4WP3BC2	2	2	2						1	1	1	1	1	1	1			1
562	ERCQSM4WNNZP9	1	4	1						1	1	1	1	1	1	1	1		1
563	ERCQSM4WNU6A2	1	5	1						1	1		1		1				1
564	ERCQSM4WNRG47	1	4	1						1	1	1	1	1	1	1	1		
565	ERCQSM4WNT658	2	4	1						1	1	1	1	1	1	1	1		1
566	ERCQSM4WP16T5	2	3	2						1	1	1	1		1		1		1
567	ERCQSM4WP1301	2	4	2						1				1					

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ID	Qs5_2	Qs5_3	Qs5_4	Qs5_5	Qs5_6	Qs5_7	Qs5_8	Q1	Hershey Only	Q2	Q3
544								1		2 Nestle	Because I think that
545	1	1	1	1	1	1	1	1	1	1 Hershey's	the shape
546								1	1	1 Hershey	The shape, # of sections, size
547				1		1					
548		1						3	2		
549	1	1	1	1	1	1	1	1	1	1 Hershey's	I eat Hershey Bars.
550			1	1				1	1	1 hershey	just because
551											
552	1		1	1	1	1	1	1	2	it looks a little like the sections of a hershey bar, except there are a lot more sections, typically, in a hershey	because the milk chocolate ones (without nuts, etc) are usually sectioned off like this so you can break it into pieces. But, again, there are normally more sections...
553	1			1				1	1	1 hersheys	/
554		1		1							
555		1	1	1	1			1	1	1 hersey	because it looked like one of their candy bars
556	1	1		1	1			3	2		
557				1	1	1		3	2		
558	1			1	1			1	1	1 Hersheys	Same design
559	1	1	1	1				2	2		
560	1	1		1	1			3	2		
561	1	1	1	1	1			1	1	1 Hersheys	previous purchase
562	1	1	1	1	1	1		1	1	1 hershey	it's their design
563				1				1	1	1 Hershey	design
564	1		1	1	1						
565	1	1	1	1	1	1		3	2		
566	1	1		1		1		3	2		
567			1								

ID	Q4	Q5	ImgVer	vID	vAge	vGender	Status	StartDate	StartTime
544			T	DP8WBVG7G6T6	52	F	COMPLETE	11/9/2010	6:21:27 PM
545			T	DP8WBVG97DK0	28	M	COMPLETE	11/9/2010	6:22:25 PM
546			T	DP8WBVT6PV7	56	F	COMPLETE	11/9/2010	6:22:36 PM
547				DP8WBVS5FD6	78	M	TERM-Qs5	11/9/2010	6:24:24 PM
548			T	DP8WBVH3CLH8	58	M	COMPLETE	11/9/2010	6:24:40 PM
549			T	DP8W96HJDT1	37	M	COMPLETE	11/9/2010	6:25:06 PM
550			T	DP8WBVK483M8	63	F	COMPLETE	11/9/2010	6:25:14 PM
551				DP8WBVJXZKQ7	46	M	TERM-UserInfo	11/9/2010	6:25:27 PM
552			C	DP8W95GGP2B4	40	F	COMPLETE	11/9/2010	6:26:14 PM
553			C	DP8WBVGTXK86	65	F	COMPLETE	11/9/2010	6:26:26 PM
554				DP8WBV8GLPX5	65	M	TERM-Qs5	11/9/2010	6:28:08 PM
555			C	DP8WBV95WS32	66	M	COMPLETE	11/9/2010	6:28:30 PM
556			T	DP8WBVK4FKQ8	74	M	COMPLETE	11/9/2010	6:28:38 PM
557			C	DP8WBWVR8P85	66	F	COMPLETE	11/9/2010	6:28:43 PM
558			T	DP8WBVG6XYN0	20	M	COMPLETE	11/9/2010	6:28:48 PM
559	nestley,	looks like it	C	DP8WBVKXVRT5	54	F	COMPLETE	11/9/2010	6:28:58 PM
560			C	DP8WBX3HCL63	29	F	COMPLETE	11/9/2010	6:29:10 PM
561			T	DP8WBX39V821	24	F	COMPLETE	11/9/2010	6:30:49 PM
562			T	DP8WBV8JXHS6	52	M	COMPLETE	11/9/2010	6:32:55 PM
563			T	DP8WBVF8DC37	74	M	COMPLETE	11/9/2010	6:32:57 PM
564				DP8WBVDW8LC1	60	M	TERM-Qs5	11/9/2010	6:33:10 PM
565			T	DP8WBVKV8Q93	59	M	COMPLETE	11/9/2010	6:33:17 PM
566			C	DP8WBWGMXWW9	37	F	COMPLETE	11/9/2010	6:34:45 PM
567				DP8WBWGMPRY6	61	F	TERM-Qs5	11/9/2010	6:35:31 PM

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ID	EndTime	Elapsed Time	NextURL
544	6:24:01 PM	0:02:34	process_exit.asp?cat=c&id=ERCQSM4WOZHP2
545	6:23:50 PM	0:01:25	process_exit.asp?cat=c&id=ERCQSM4WNX8Z4
546	6:24:37 PM	0:02:01	process_exit.asp?cat=c&id=ERCQSM4WOYVY2
547	6:25:07 PM	0:00:43	process_exit.asp?cat=t&id=ERCQSM4WNKQP4
548	6:26:04 PM	0:01:24	process_exit.asp?cat=c&id=ERCQSM4WNSWG0
549	6:26:44 PM	0:01:38	process_exit.asp?cat=c&id=ERCQSM4WNJEX2
550	6:26:37 PM	0:01:23	process_exit.asp?cat=c&id=ERCQSM4WP8YF2
551	6:25:40 PM	0:00:13	process_exit.asp?cat=t&id=ERCQSM4WNWYN6
552	6:28:53 PM	0:02:39	process_exit.asp?cat=c&id=ERCQSM4WNFPY7
553	6:29:36 PM	0:03:10	process_exit.asp?cat=c&id=ERCQSM4WP4T35
554	6:29:20 PM	0:01:12	process_exit.asp?cat=t&id=ERCQSM4WNKTO3
555	6:30:33 PM	0:02:03	process_exit.asp?cat=c&id=ERCQSM4WNL8L8
556	6:30:18 PM	0:01:40	process_exit.asp?cat=c&id=ERCQSM4WNX8A4
557	6:29:44 PM	0:01:01	process_exit.asp?cat=c&id=ERCQSM4WP5237
558	6:30:40 PM	0:01:52	process_exit.asp?cat=c&id=ERCQSM4WNWO98
559	6:30:36 PM	0:01:38	process_exit.asp?cat=c&id=ERCQSM4WNZMU8
560	6:30:53 PM	0:01:43	process_exit.asp?cat=c&id=ERCQSM4WP5484
561	6:33:02 PM	0:02:13	process_exit.asp?cat=c&id=ERCQSM4WP3BC2
562	6:34:31 PM	0:01:36	process_exit.asp?cat=c&id=ERCQSM4WNNZP9
563	6:35:01 PM	0:02:04	process_exit.asp?cat=c&id=ERCQSM4WNU6A2
564	6:33:57 PM	0:00:47	process_exit.asp?cat=t&id=ERCQSM4WNRG47
565	6:35:06 PM	0:01:49	process_exit.asp?cat=c&id=ERCQSM4WNT6S8
566	6:38:53 PM	0:04:08	process_exit.asp?cat=c&id=ERCQSM4WP16T5
567	6:37:44 PM	0:02:13	process_exit.asp?cat=t&id=ERCQSM4WP1301

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ID	AMSID	Qs0	Qs1	Qs2	Qs3_1	Qs3_2	Qs3_3	Qs3_4	Qs3_5	Qs3_6	Qs4_1	Qs4_2	Qs4_3	Qs4_4	Qs4_5	Qs4_6	Qs4_7	Qs4_8	Qs5_1
568	ERCQSM4WNH2N6	2	5	1						1	1								1
569	ERCQSM4WP28I3	1	4	2						1	1	1	1	1	1	1			1
570	ERCQSM4WNGR48	1	4	1						1	1		1	1		1			1
571	ERCQSM4WP3RM6	1	4	2						1	1			1	1				
572	ERCQSM4WNI88	2	4	1						1	1				1	1			1
573	ERCQSM4WP56K4	2	2	2						1	1		1	1	1		1		1
574	ERCQSM4WP75V9	1	4	2						1	1	1		1	1	1			1
575	ERCQSM4WNKFY7	1	4	1						1	1		1	1	1	1			1
576	ERCQSM4WNSP53	1	4	1						1	1	1	1	1	1	1	1		1
577	ERCQSM4WP7ME8	1	2	2						1	1	1	1	1	1		1		1
578	ERCQSM4WNKPI9	2	5	1						1	1		1	1	1	1			1
579	ERCQSM4WNFU88	4																	
580	ERCQSM4W0XEK9	2	2	2						1	1	1							1
581	ERCQSM4WP8QT2	1	4	2						1	1			1	1				1
582	ERCQSM4WP4QD3	1	3	2						1	1				1	1			1
583	ERCQSM4WP57Q1	1	3	2						1	1	1	1	1	1	1	1		1
584	ERCQSM4WNH1Z3	1	3	1						1	1	1			1	1	1		1
585	ERCQSM4WP12W3	2	4	2						1	1	1	1	1	1				1
586	ERCQSM4WOW4B7	1	4	2															
587	ERCQSM4W0X0H7	2	4	2						1	1	1	1	1	1	1	1		1
588	ERCQSM4WNVTA9	2	5	1						1	1		1		1				1
589	ERCQSM4WP2FM0	2	4	2						1	1			1	1				1
590	ERCQSM4W0VY99	1	3	2						1	1	1	1		1	1	1		1
591	ERCQSM4WNO500	2	5	1						1	1	1	1		1	1			1
592	ERCQSM4WNKU40	1	5	1						1			1		1				

ID	Qs5_2	Qs5_3	Qs5_4	Qs5_5	Qs5_6	Qs5_7	Qs5_8	Q1	Hershey Only	Q2	Q3
568		1						3	2		
569	1	1	1	1	1			1	1	Hersey	it has been packaged that way as long as I can remember
570		1	1		1			2	2		
571			1	1							
572		1	1	1	1			3	2		
573			1	1		1		1	1	hershey	their bars are separated like that.
574	1		1	1				3	2		
575		1	1	1	1			1	1	Hersey	Hersey Chocolates
576	1	1	1	1	1	1		1	1	Herseys	Experience
577	1			1	1	1		1	1	Hersey's	Shape, divided rectangles.
578		1		1	1			1	1	Hersey	Looks like milk chocolate Hershey bar
579											
580	1	1						1	1	Herseys	They have the different blocks that are rectangle.
581		1	1	1				1	1	Herseys	Dumb question because it does - except for the name.
582	1			1	1			1	1	Hersey's	The separated pieces
583	1	1	1	1	1	1		3	2		
584	1		1	1	1	1		3	2		
585	1	1	1	1				3	2		
586											
587	1	1	1	1	1	1		1	1	Hersey	Configuration
588								1	1	Hersey's	I have purchased these bars
589			1	1				1	1	HERSHEY	This is what Hershey bars look like.
590	1	1	1	1	1	1		1	1	Herseys	cause of the little squares and the rectangle shape.
591	1	1		1	1			1	1	Herseys	that's what it looks like - the small rectangular pieces in the bar that you break off and eat one by one
592		1		1							

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ID	Q4	Q5	ImgVer	vID	vAge	vGender	Status	StartDate	StartTime
568			C	DP8WB96PG43K3	68	M	COMPLETE	11/9/2010	6:35:56 PM
569			C	DP8WBX4FLD9	50	F	COMPLETE	11/9/2010	6:36:04 PM
570	HERSHEY'S , TRADER JOE'S	THEY HAVE RECTANGLE PIECES	T	DP8W96FS2947	62	M	COMPLETE	11/9/2010	6:36:18 PM
571				DP8WBWMMW SR50	55	F	TERM-Qs5	11/9/2010	6:36:39 PM
572			C	DP8W96GKJ350	57	M	COMPLETE	11/9/2010	6:36:51 PM
573			C	DP8WBX36QSY2	32	F	COMPLETE	11/9/2010	6:36:55 PM
574			C	DP8WBWHRZTF6	63	F	COMPLETE	11/9/2010	6:37:09 PM
575			C	DP8WBV7QLSN4	63	M	COMPLETE	11/9/2010	6:37:11 PM
576			T	DP8WBVD24KN7	58	M	COMPLETE	11/9/2010	6:38:13 PM
577			T	DP8WBX5K7JR5	27	F	COMPLETE	11/9/2010	6:38:15 PM
578			T	DP8WBV83N6F5	68	M	COMPLETE	11/9/2010	6:40:23 PM
579				DP8W95GF2D38	30	F	TERM-Qs0	11/9/2010	6:41:09 PM
580			T	DP8WBWMM3BFD3	32	F	COMPLETE	11/9/2010	6:41:42 PM
581			T	DP8WBX31N3H9	62	F	COMPLETE	11/9/2010	6:42:13 PM
582			T	DP8WBX358ZD8	38	F	COMPLETE	11/9/2010	6:42:47 PM
583			C	DP8WBX38GRH5	48	F	COMPLETE	11/9/2010	6:43:01 PM
584			C	DP8W96FD68Q6	35	M	COMPLETE	11/9/2010	6:43:50 PM
585			C	DP8WBWGMJZZ8	60	F	COMPLETE	11/9/2010	6:43:52 PM
586				DP8WBW5H24B5	68	F	TERM-UserInfo	11/9/2010	6:44:14 PM
587			T	DP8WBX474FW0	59	F	COMPLETE	11/9/2010	6:44:43 PM
588			T	DP8WBVJKMPL7	67	M	COMPLETE	11/9/2010	6:44:51 PM
589			T	DP8WBWQDZWD2	50	F	COMPLETE	11/9/2010	6:45:08 PM
590			T	DP8WBX434FY8	43	F	COMPLETE	11/9/2010	6:45:19 PM
591			C	DP8WBV8YPC T0	71	M	COMPLETE	11/9/2010	6:46:33 PM
592				DP8WBV8H1VP2	65	M	TERM-Qs5	11/9/2010	6:46:52 PM

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ID	EndTime	Elapsed Time	NextURL
568	6:37:34 PM	0:01:38	process_exit.asp?cat=c&id=ERCQSM4WNH2N6
569	6:38:03 PM	0:01:59	process_exit.asp?cat=c&id=ERCQSM4WP28I3
570	6:41:24 PM	0:05:06	process_exit.asp?cat=c&id=ERCQSM4WNGR48
571	6:37:29 PM	0:00:50	process_exit.asp?cat=t&id=ERCQSM4WP3RM6
572	6:38:28 PM	0:01:37	process_exit.asp?cat=c&id=ERCQSM4WNIE88
573	6:38:59 PM	0:02:04	process_exit.asp?cat=c&id=ERCQSM4WP56K4
574	6:38:46 PM	0:01:37	process_exit.asp?cat=c&id=ERCQSM4WP75V9
575	6:39:11 PM	0:02:00	process_exit.asp?cat=c&id=ERCQSM4WNKFY7
576	6:39:39 PM	0:01:26	process_exit.asp?cat=c&id=ERCQSM4WNNSP3
577	6:39:56 PM	0:01:41	process_exit.asp?cat=c&id=ERCQSM4WP7ME8
578	6:43:09 PM	0:02:46	process_exit.asp?cat=c&id=ERCQSM4WNKPI9
579	6:41:21 PM	0:00:12	process_exit.asp?cat=t&id=ERCQSM4WNFU88
580	6:43:33 PM	0:01:51	process_exit.asp?cat=c&id=ERCQSM4WOXEK9
581	6:43:58 PM	0:01:45	process_exit.asp?cat=c&id=ERCQSM4WP8QT2
582	6:44:07 PM	0:01:20	process_exit.asp?cat=c&id=ERCQSM4WP4QD3
583	6:45:06 PM	0:02:05	process_exit.asp?cat=c&id=ERCQSM4WP57Q1
584	6:44:44 PM	0:00:54	process_exit.asp?cat=c&id=ERCQSM4WNH1Z3
585	6:45:01 PM	0:01:09	process_exit.asp?cat=c&id=ERCQSM4WP12W3
586	6:44:30 PM	0:00:16	process_exit.asp?cat=t&id=ERCQSM4WOW4B7
587	6:46:24 PM	0:01:41	process_exit.asp?cat=c&id=ERCQSM4WOX0H7
588	6:47:51 PM	0:03:00	process_exit.asp?cat=c&id=ERCQSM4WNVTA9
589	6:47:10 PM	0:02:02	process_exit.asp?cat=c&id=ERCQSM4WP2FM0
590	6:47:08 PM	0:01:49	process_exit.asp?cat=c&id=ERCQSM4WOVY99
591	6:48:40 PM	0:02:07	process_exit.asp?cat=c&id=ERCQSM4WNO500
592	6:47:39 PM	0:00:47	process_exit.asp?cat=t&id=ERCQSM4WNKUA0

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ID	AMSID	Qs0	Qs1	Qs2	Qs3_1	Qs3_2	Qs3_3	Qs3_4	Qs3_5	Qs3_6	Qs4_1	Qs4_2	Qs4_3	Qs4_4	Qs4_5	Qs4_6	Qs4_7	Qs4_8	Qs5_1
593	ERCQSM4WOZXV4	1	4	2						1	1	1	1	1					1
594	ERCQSM4WNVUG6	2	2	1						1	1	1	1	1	1				1
595	ERCQSM4WNRTO2	1	5	1						1	1		1	1	1	1	1		1
596	ERCQSM4WOZTW6	1	4	2						1		1							1
597	ERCQSM4WP3B43	2	3	2						1	1	1	1		1				1
598	ERCQSM4WNNZX3	2	5	1						1	1	1	1	1		1	1		1
599	ERCQSM4WP4TP6	1	3	2		1					1	1	1	1	1	1	1		1
600	ERCQSM4WNNWQ4	1	3	1						1	1			1	1	1	1		1
601	ERCQSM4WNNWQ4	2	2	1						1	1				1	1			1
602	ERCQSM4WNNZK0	2	2	1						1	1		1	1	1	1	1		1
603	ERCQSM4WNN3Q7	1	5	1						1		1	1			1			
604	ERCQSM4WNNVCU6	2	4	1						1	1				1		1		1
605	ERCQSM4WP18D5	2	5	2						1	1	1		1	1		1		1
606	ERCQSM4WNDT18	1	5	2						1	1								1
607	ERCQSM4WP9064	1	2	2						1	1	1	1	1	1	1	1		1
608	ERCQSM4WNO1T1	1	2	1						1	1				1	1	1		1
609	ERCQSM4WOZH22	1	2	2						1	1	1		1	1	1	1		1
610	ERCQSM4WNNKFO7	1	5	2															
611	ERCQSM4WOX003	1	3	2					1										
612	ERCQSM4WVZVQ0	2	2	2						1	1	1		1	1	1			1
613	ERCQSM4WNP85	1	5	1						1	1		1		1				1
614	ERCQSM4WNNKGG2	2	5	1						1	1		1	1	1				1
615	ERCQSM4WP8NY5	2	4	2						1	1				1	1	1		
616	ERCQSM4WNNRNQ1	2	4	1						1	1		1	1	1	1			1
617	ERCQSM4WNDVV1	2	2	2	1														

ID	Qs5_2	Qs5_3	Qs5_4	Qs5_5	Qs5_6	Qs5_7	Qs5_8	Q1	Hershey Only	Q2	Q3
593	1	1	1					3		2	
594	1	1	1	1	1			1	1	Hershey's	The squares
595		1	1	1	1	1		1	1	Hershey's	it looks like a Hershey's milk chocolate bar.
596	1	1	1								
597	1	1	1	1				3		2	
598	1	1	1		1	1		3		2	
599	1	1	1	1	1	1		2		2	
600			1	1	1	1		1	1	hershey	looks like theirs. is rectangular
601				1	1			2		2	
602		1	1	1	1	1		2		2	
603	1	1			1						
604		1		1	1	1		1	1	Hersheys	Its so recognizable.
605	1	1	1	1	1			1	1	Hersey	It looks like a Hersey Candy bar
606		1						1	1	Hershey it seems their candy bars are always in blocks	That's the way it looks to me when I buy one
607	1	1	1	1	1	1		1	1	hershey	the layout of how the chocolate is shaped
608			1	1	1	1		1	1	Hershey's	Hershey's candy bars are delicious. This is how the Hershey's candy bar appears.
609	1		1	1	1	1		2		2	
610											
611											
612	1		1	1	1			1	1	hershey	looks like it
613		1		1				3		2	
614		1	1	1				3		2	
615				1		1					
616		1	1	1	1			1	1	Hersheys	I have bought their candy bars
617											

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ID	Q4	Q5	ImgVer	vID	vAge	vGender	Status	StartDate	StartTime
593			C	DP8WBWGBD T28	56	F	COMPLETE	11/9/2010	6:46:56 PM
594			C	DP8WBWJMD TL9	19	M	COMPLETE	11/9/2010	6:47:03 PM
595			C	DP8WBVCBS 7C2	65	M	COMPLETE	11/9/2010	6:48:13 PM
596				DP8WBW193 DW8	55	F	TERM-Qs5	11/9/2010	6:48:35 PM
597			C	DP8WBX3941 96	45	F	COMPLETE	11/9/2010	6:48:36 PM
598			C	DP8WBV8K8 ZP7	74	M	COMPLETE	11/9/2010	6:48:47 PM
599	Hershey, Store brands, Nestle Crunch		C	DP8WBWGV1 PZ9	41	F	DONE-Q4	11/9/2010	6:48:48 PM
600			C	DP8WBWJPL M7	42	M	COMPLETE	11/9/2010	6:48:49 PM
601	hershey, neslie	shape of bar	C	DP8WBWJNPF R0	27	M	COMPLETE	11/9/2010	6:49:22 PM
602	Hershey's, Milka, Ritter	Rectangular sections	C	DP8WBVKRS CW7	22	M	COMPLETE	11/9/2010	6:49:24 PM
603				DP8WBVDJ29 54	67	M	TERM-Qs5	11/9/2010	6:50:34 PM
604			T	DP8WBVJ876 54	59	M	COMPLETE	11/9/2010	6:51:49 PM
605			T	DP8WBWQG8 J92	79	F	COMPLETE	11/9/2010	6:52:16 PM
606			T	DP8W7V7D8 2B7	80	F	COMPLETE	11/9/2010	6:54:40 PM
607			T	DP8WBWNP4 NN2	28	F	COMPLETE	11/9/2010	6:54:43 PM
608			T	DP8WBV8N4 3F3	33	M	COMPLETE	11/9/2010	6:56:09 PM
609	Hershey Lindt	Configuration of the squares/rectangles	T	DP8WBWG7V 3Q5	33	F	COMPLETE	11/9/2010	6:56:17 PM
610				DP8WBV7Q6 WR6	71	M	TERM-UserInfo	11/9/2010	6:56:20 PM
611				DP8WBX47F2 B6	36	F	TERM-Qs3	11/9/2010	6:56:36 PM
612			T	DP8WBWLLPL Y3	28	F	COMPLETE	11/9/2010	6:57:37 PM
613			C	DP8WBVB62 620	66	M	COMPLETE	11/9/2010	6:57:46 PM
614			C	DP8WBW7RC 7G4	72	M	COMPLETE	11/9/2010	6:58:23 PM
615				DP8WBWZHD 3Q5	63	F	TERM-Qs5	11/9/2010	6:58:44 PM
616			T	DP8WBVBVG QB3	64	M	COMPLETE	11/9/2010	6:58:51 PM
617				DP8W93FWH 997	32	F	TERM-Qs3	11/9/2010	6:59:04 PM

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ID	EndTime	Elapsed Time	NextURL
593	6:48:17 PM	0:01:21	process_exit.asp?cat=c&id=ERCQSM4WOZXV4
594	6:48:31 PM	0:01:28	process_exit.asp?cat=c&id=ERCQSM4WNVUG6
595	6:51:47 PM	0:03:34	process_exit.asp?cat=c&id=ERCQSM4WNRTO2
596	6:49:18 PM	0:00:43	process_exit.asp?cat=t&id=ERCQSM4WOZTW6
597	6:50:12 PM	0:01:36	process_exit.asp?cat=c&id=ERCQSM4WP3B43
598	6:50:13 PM	0:01:26	process_exit.asp?cat=c&id=ERCQSM4WNNX3
599	6:50:48 PM	0:02:00	q5.asp?id=ERCQSM4WP4TP6&ver=C
600	6:50:36 PM	0:01:47	process_exit.asp?cat=c&id=ERCQSM4WNNWQ4
601	6:51:11 PM	0:01:49	process_exit.asp?cat=c&id=ERCQSM4WNNWQD4
602	6:51:10 PM	0:01:46	process_exit.asp?cat=c&id=ERCQSM4WNNZK0
603	6:51:35 PM	0:01:01	process_exit.asp?cat=t&id=ERCQSM4WNN3Q7
604	6:55:10 PM	0:03:21	process_exit.asp?cat=c&id=ERCQSM4WNVUC6
605	6:57:13 PM	0:04:57	process_exit.asp?cat=c&id=ERCQSM4WP18D5
606	6:57:42 PM	0:03:02	process_exit.asp?cat=c&id=ERCQSM4WNDT18
607	6:56:26 PM	0:01:43	process_exit.asp?cat=c&id=ERCQSM4WP9064
608	6:58:11 PM	0:02:02	process_exit.asp?cat=c&id=ERCQSM4WNO1T1
609	6:58:15 PM	0:01:58	process_exit.asp?cat=c&id=ERCQSM4WOZH22
610	6:56:33 PM	0:00:13	process_exit.asp?cat=t&id=ERCQSM4WNNFO7
611	6:56:57 PM	0:00:21	process_exit.asp?cat=t&id=ERCQSM4WOX003
612	6:59:06 PM	0:01:29	process_exit.asp?cat=c&id=ERCQSM4WOVZQ0
613	6:59:11 PM	0:01:25	process_exit.asp?cat=c&id=ERCQSM4WNP85
614	6:59:35 PM	0:01:12	process_exit.asp?cat=c&id=ERCQSM4WNNKG2
615	6:59:37 PM	0:00:53	process_exit.asp?cat=t&id=ERCQSM4WP8NY5
616	7:00:57 PM	0:02:06	process_exit.asp?cat=c&id=ERCQSM4WNNRQ1
617	6:59:34 PM	0:00:30	process_exit.asp?cat=t&id=ERCQSM4WNDVV1

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ID	AMSID	Qs0	Qs1	Qs2	Qs3_1	Qs3_2	Qs3_3	Qs3_4	Qs3_5	Qs3_6	Qs4_1	Qs4_2	Qs4_3	Qs4_4	Qs4_5	Qs4_6	Qs4_7	Qs4_8	Qs5_1
618	ERCQSM4WOYDG6	2	2	2						1	1	1		1	1	1			1
619	ERCQSM4WNR529	1	4	1						1	1	1	1	1	1	1			1
620	ERCQSM4WOXB07	2	4	2						1	1	1	1	1	1	1			1
621	ERCQSM4WNKLG7	1	5	1						1	1			1	1				1
622	ERCQSM4WNSXH7	1	2	1						1	1	1	1	1	1	1	1		1
623	ERCQSM4WNP1F7	2	4	1					1										
624	ERCQSM4WOZG65	2	4	2						1	1		1	1	1	1	1		1
625	ERCQSM4WNKV38	2	5	1						1								1	
626	ERCQSM4WP4NK2	2	4	2						1	1				1	1			1
627	ERCQSM4WP73Z3	2	3	2						1	1	1	1	1	1		1		1
628	ERCQSM4WNN692	2	5	1						1	1		1	1	1	1			1
629	ERCQSM4WOX159	1	5	2				1			1		1	1	1	1	1		1
630	ERCQSM4WNR4F6	1	5	1						1			1		1				
631	ERCQSM4WOZUU9	1	2	2						1	1	1		1	1	1			
632	ERCQSM4WZN28	1	3	2						1	1	1							
633	ERCQSM4WP75Y3	1	4	2						1	1	1	1	1	1				1
634	ERCQSM4WNX2Y2	2	4	1						1	1				1	1			1
635	ERCQSM4WNZ8R6	1	5	2															
636	ERCQSM4WOZI71	2	2	2						1	1		1		1	1			1
637	ERCQSM4WVZE4	1	3	2						1	1	1		1	1	1	1		1
638	ERCQSM4WNVOP4	2	5	1						1	1				1	1			
639	ERCQSM4WP39H2	1	5	2						1	1	1	1	1					
640	ERCQSM4WP9429	1	5	2						1		1							
641	ERCQSM4WNGZS7	1	5	2															
642	ERCQSM4WNY8W8	1	5	1						1	1				1	1			1

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ID	Qs5_2	Qs5_3	Qs5_4	Qs5_5	Qs5_6	Qs5_7	Qs5_8	Q1	Hershey Only	Q2	Q3
618	1		1	1	1	1		1	1	Hershes	I am not sure
619	1		1	1	1			1	1	hershey	plain squares
620	1	1	1	1	1						
621			1	1				1	1	Hersey	Shape
622	1	1	1	1	1	1		1	1	Hershey's	who cares. it's not the only product icon burned into my psyche
623											
624		1	1	1	1	1		1	1	Hersheys	It looks like a Hershey bar.
625								1			
626			1	1	1	1		1	1	Hershey	It looks like a Hershey Bar
627	1	1	1	1		1		1	1	Hershey	Shape, size of pieces
628		1	1	1	1			1	1	HERSHEY	BECAUSE IT LOOKS LIKE A HERSHEY BAR
629	1	1	1	1	1	1		1	1	Hersey's	because i buy them and are the ones i like most
630		1		1							
631	1	1									
632	1										
633		1		1				3	2		
634				1	1			1	1	hersheys	sectioned chocolate
635											
636		1		1	1			1	1	Hershey	cut into sections
637	1		1	1	1	1		1	1	Hershey's	because of the block shape of the candy bar
638								1			
639	1	1	1								
640	1										
641											
642				1	1			1	1	Hersheys	Because it looks like it

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ID	Q4	Q5	ImgVer	vID	vAge	vGender	Status	StartDate	StartTime
618			T	DP6WBWSW HLR8	31	F	COMPLETE	11/9/2010	6:59:37 PM
619			C	DP6WBVC8Q RQ1	52	M	COMPLETE	11/9/2010	7:02:00 PM
620			C	DP6WBVT8C HL4	54	F	DONE-Intro	11/9/2010	7:03:35 PM
621			C	DP6WBV7ZK GX5	66	M	COMPLETE	11/9/2010	7:04:30 PM
622			C	DP6WBVK1FA H0	31	M	COMPLETE	11/9/2010	7:05:06 PM
623				DP6WBV9K7 ZX1	64	M	TERM-Qs3	11/9/2010	7:05:37 PM
624			T	DP6WBVG5B RY3	60	F	COMPLETE	11/9/2010	7:06:36 PM
625				DP6WBV8JFC V1	73	M	TERM-Qs5	11/9/2010	7:07:14 PM
626			T	DP6WBX4Z6 3J5	56	F	COMPLETE	11/9/2010	7:08:12 PM
627			T	DP6WBX3LV R6	40	F	COMPLETE	11/9/2010	7:08:25 PM
628			T	DP6WBV89M SS5	69	M	COMPLETE	11/9/2010	7:08:45 PM
629			C	DP6WBWL8 P81	65	F	COMPLETE	11/9/2010	7:08:56 PM
630				DP6WBVDLRF 54	72	M	TERM-Qs5	11/9/2010	7:09:11 PM
631				DP6WBWT17 HW1	33	F	TERM-Qs5	11/9/2010	7:09:34 PM
632				DP6WBWKYJ SL3	37	F	TERM-Qs5	11/9/2010	7:09:49 PM
633			C	DP6WBWH5B YB6	54	F	COMPLETE	11/9/2010	7:09:53 PM
634			C	DP6WBVG5V HY1	54	M	COMPLETE	11/9/2010	7:10:52 PM
635				DP6WBVKNN 291	70	M	TERM-UserInfo	11/9/2010	7:11:29 PM
636			C	DP6WBWG5B LN8	34	F	COMPLETE	11/9/2010	7:12:17 PM
637			T	DP6WBWLKQ 3B4	44	F	COMPLETE	11/9/2010	7:12:40 PM
638				DP6WBVTMD J46	65	M	TERM-Qs5	11/9/2010	7:12:47 PM
639				DP6WBX34B BG2	79	F	TERM-Qs5	11/9/2010	7:13:37 PM
640				DP6WBWJ0 VT3	69	F	TERM-Qs5	11/9/2010	7:14:34 PM
641				DP6W9B3VZ T6	50	M	TERM-UserInfo	11/9/2010	7:14:36 PM
642			T	DP6WBVG5 L60	74	M	COMPLETE	11/9/2010	7:15:02 PM

ID	EndTime	Elapsed Time	NextURL
618	7:01:48 PM	0:02:11	process_exit.asp?cat=c&id=ERCQSM4WOYDG6
619	7:04:06 PM	0:02:06	process_exit.asp?cat=c&id=ERCQSM4WNRS29
620	7:04:39 PM	0:01:04	q1.asp?id=ERCQSM4WOXB07&ver=C
621	7:06:47 PM	0:02:17	process_exit.asp?cat=c&id=ERCQSM4WNLG7
622	7:07:29 PM	0:02:23	process_exit.asp?cat=c&id=ERCQSM4WNSXH7
623	7:06:15 PM	0:00:38	process_exit.asp?cat=t&id=ERCQSM4WNP1F7
624	7:08:46 PM	0:02:10	process_exit.asp?cat=c&id=ERCQSM4WOZG65
625	7:07:53 PM	0:00:39	process_exit.asp?cat=t&id=ERCQSM4WNV38
626	7:10:14 PM	0:02:02	process_exit.asp?cat=c&id=ERCQSM4WP4NK2
627	7:09:36 PM	0:01:11	process_exit.asp?cat=c&id=ERCQSM4WP73Z3
628	7:10:32 PM	0:01:47	process_exit.asp?cat=c&id=ERCQSM4WNN692
629	7:11:29 PM	0:02:33	process_exit.asp?cat=c&id=ERCQSM4WOXI59
630	7:10:06 PM	0:00:55	process_exit.asp?cat=t&id=ERCQSM4WNR4F6
631	7:10:25 PM	0:00:51	process_exit.asp?cat=t&id=ERCQSM4WOZUU9
632	7:10:30 PM	0:00:41	process_exit.asp?cat=t&id=ERCQSM4WZN28
633	7:11:02 PM	0:01:09	process_exit.asp?cat=c&id=ERCQSM4WP75Y3
634	7:13:02 PM	0:02:10	process_exit.asp?cat=c&id=ERCQSM4WNN2Y2
635	7:11:50 PM	0:00:21	process_exit.asp?cat=t&id=ERCQSM4WNN8R6
636	7:13:47 PM	0:01:30	process_exit.asp?cat=c&id=ERCQSM4WOZI71
637	7:14:35 PM	0:01:55	process_exit.asp?cat=c&id=ERCQSM4WOVZE4
638	7:13:53 PM	0:01:06	process_exit.asp?cat=t&id=ERCQSM4WNVOP4
639	7:14:45 PM	0:01:08	process_exit.asp?cat=t&id=ERCQSM4WP39H2
640	7:15:14 PM	0:00:40	process_exit.asp?cat=t&id=ERCQSM4WP9429
641	7:14:58 PM	0:00:22	process_exit.asp?cat=t&id=ERCQSM4WNGZS7
642	7:17:41 PM	0:02:39	process_exit.asp?cat=c&id=ERCQSM4WNY8W8

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ID	AMSID	Qs0	Qs1	Qs2	Qs3_1	Qs3_2	Qs3_3	Qs3_4	Qs3_5	Qs3_6	Qs4_1	Qs4_2	Qs4_3	Qs4_4	Qs4_5	Qs4_6	Qs4_7	Qs4_8	Qs5_1
643	ERCQSM4WNZNU7	2	2	2						1	1		1						1
644	ERCQSM4WP3MY7	2	2	2						1	1	1	1	1	1	1	1		1
645	ERCQSM4WOX2F9	1	5	2						1	1	1	1		1				1
646	ERCQSM4WNKV04	1	5	1						1	1	1	1	1	1				1
647	ERCQSM4WOX790	2	3	2						1	1	1			1				1
648	ERCQSM4WOVJR4	2	5	2						1	1		1		1		1		
649	ERCQSM4WP2C36	1	5	2						1	1			1	1				
650	ERCQSM4WNT6O6	2	5	1						1	1	1	1	1	1	1			1
651	ERCQSM4WNEXX3	2	4	2						1	1			1					1
652	ERCQSM4WNKH16	1	5	1		1					1	1	1	1	1	1	1		1
653	ERCQSM4WNZ896	1	5	1						1	1				1	1			1
654	ERCQSM4WNZ9G7	2	4	1						1	1				1	1	1		1
655	ERCQSM4WNKIU2	1	5	1						1	1		1			1			
656	ERCQSM4WNG4A2	1	2	2						1	1	1	1	1	1	1	1		1
657	ERCQSM4WOXCY3	1	2	2						1		1		1	1	1	1		
658	ERCQSM4WNKPK5	2	5	2															
659	ERCQSM4WNZ8K0	1	3	1						1	1	1		1	1	1	1		
660	ERCQSM4WNKEK6	1	4	1						1	1	1	1	1	1	1	1		1
661	ERCQSM4WNZT30	1	3	2						1	1	1			1	1	1		1
662	ERCQSM4WP65F3	1	5	2						1	1	1	1	1	1	1	1		1
663	ERCQSM4WP9X63	1	5	2						1				1	1				
664	ERCQSM4WP3P31	1	2	2						1	1	1	1	1	1				1
665	ERCQSM4WOX0W7	1	4	2						1	1		1		1	1			1
666	ERCQSM4WP8J69	2	4	2						1	1	1			1				1
667	ERCQSM4WOV0J7	2	2	2						1		1		1	1	1			

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ID	Qs5_2	Qs5_3	Qs5_4	Qs5_5	Qs5_6	Qs5_7	Qs5_8	Q1	Hershey Only	Q2	Q3
643								1	1	Hershey chocolate	Because they are my favorite.
644	1	1		1		1		1	1	Hershey's	it is exacdy now hershey squares its chocolate bar.
645	1	1	1	1				1	1	Hershey	because I recognize it
646	1	1	1	1				3	2		
647	1			1	1	1		1	1	hersey candy bar	separated pieces
648		1		1							
649		1		1							
650	1	1	1	1	1			4	2		
651			1					1	1	hershey	shape
652			1					1	1	Hersheys	That is what I think.
653		1		1	1	1		2	2		
654		1	1	1	1			1	1	HERSEYS	THE SHAPE OF THE INDIVIDOLE SECTIONS
655		1									
656	1	1	1	1	1			1	1	Hershey	I remember the candy bar
657	1		1	1							
658											
659	1			1	1	1					
660	1	1	1	1	1	1		3	2		
661	1			1	1			1	1	hersheys	the distinctive design
662	1	1	1	1		1		1	1	Hersheys	Swuares look the same
663			1	1							
664	1	1	1	1	1			1	1	Hershey	The pieces. This is what a hershey bar usually looks like
665		1	1	1				1	1	Hersheys	Looks like a Hershey candy bar.
666	1			1	1	1		3	2		
667	1		1	1	1						

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ID	Q4	Q5	ImgVer	vID	vAge	vGender	Status	StartDate	StartTime
643			T	DP8WBWL2S7C0	31	F	COMPLETE	11/9/2010	7:16:27 PM
644			T	DP8WBWGT5BD6	26	F	COMPLETE	11/9/2010	7:16:40 PM
645			T	DP8WBWL7FL99	66	F	COMPLETE	11/9/2010	7:16:53 PM
646			C	DP8WBVSJKSD1	72	M	COMPLETE	11/9/2010	7:17:31 PM
647			C	DP8WBWT00QN7	38	F	COMPLETE	11/9/2010	7:17:38 PM
648				DP8WBWKMPDW6	73	F	TERM-Qs5	11/9/2010	7:17:57 PM
649				DP8WBWGL4V7	75	F	TERM-Qs5	11/9/2010	7:18:19 PM
650			C	DP8WBVKV3YB8	69	M	COMPLETE	11/9/2010	7:18:27 PM
651			C	DP8W95GGBBW3	56	F	COMPLETE	11/9/2010	7:18:36 PM
652			T	DP8WBV7S76Q8	68	M	COMPLETE	11/9/2010	7:19:13 PM
653	HERSHEYS GIARALDI	REMINDS ME OF THOSE CANDIES	C	DP8WBVH8W5G9	66	M	COMPLETE	11/9/2010	7:19:23 PM
654			T	DP8WBVKFHRH6	61	M	COMPLETE	11/9/2010	7:19:52 PM
655				DP8WBV7VHH2	82	M	TERM-Qs5	11/9/2010	7:20:13 PM
656			T	DP8W95H3JCL7	29	F	COMPLETE	11/9/2010	7:20:15 PM
657				DP8WBX4B6WK0	33	F	TERM-Qs5	11/9/2010	7:21:09 PM
658				DP8WBV83QKD1	77	M	TERM-UserInfo	11/9/2010	7:22:34 PM
659				DP8WBVKNSJC4	46	M	TERM-Qs5	11/9/2010	7:22:57 PM
660			C	DP8WBVCQRKF6	59	M	COMPLETE	11/9/2010	7:23:50 PM
661			C	DP8WBWXXWT689	45	F	COMPLETE	11/9/2010	7:24:32 PM
662			T	DP8WBWN4SD58	84	F	COMPLETE	11/9/2010	7:25:16 PM
663				DP8WBX3ALXK3	70	F	TERM-Qs5	11/9/2010	7:27:27 PM
664			T	DP8WBWH3JZW9	33	F	COMPLETE	11/9/2010	7:27:43 PM
665			T	DP8WBX47QK88	57	F	COMPLETE	11/9/2010	7:27:56 PM
666			C	DP8WBWK15544	52	F	COMPLETE	11/9/2010	7:29:13 PM
667				DP8WBX3Z3W34	25	F	TERM-Qs5	11/9/2010	7:29:17 PM

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ID	EndTime	Elapsed Time	NextURL
643	7:18:15 PM	0:01:48	process_exit.asp?cat=c&id=ERCQSM4WNZNU7
644	7:17:58 PM	0:01:18	process_exit.asp?cat=c&id=ERCQSM4WP3MY7
645	8:10:44 PM	0:53:51	process_exit.asp?cat=c&id=ERCQSM4WOX2F9
646	7:19:14 PM	0:01:43	process_exit.asp?cat=c&id=ERCQSM4WNV04
647	7:21:02 PM	0:03:24	process_exit.asp?cat=c&id=ERCQSM4WOX790
648	7:19:01 PM	0:01:04	process_exit.asp?cat=t&id=ERCQSM4WVJR4
649	7:19:07 PM	0:00:48	process_exit.asp?cat=t&id=ERCQSM4WP2C36
650	7:19:56 PM	0:01:29	process_exit.asp?cat=c&id=ERCQSM4WNT606
651	7:20:24 PM	0:01:48	process_exit.asp?cat=c&id=ERCQSM4WNEXX3
652	7:21:20 PM	0:02:07	process_exit.asp?cat=c&id=ERCQSM4WNKH16
653	7:22:32 PM	0:03:09	process_exit.asp?cat=c&id=ERCQSM4WNZ896
654	7:23:31 PM	0:03:39	process_exit.asp?cat=c&id=ERCQSM4WNZ9G7
655	7:21:18 PM	0:01:05	process_exit.asp?cat=t&id=ERCQSM4WNKIU2
656	7:21:51 PM	0:01:36	process_exit.asp?cat=c&id=ERCQSM4WNG4A2
657	7:21:43 PM	0:00:34	process_exit.asp?cat=t&id=ERCQSM4WOXC3
658	7:22:49 PM	0:00:15	process_exit.asp?cat=t&id=ERCQSM4WNKP5
659	7:23:58 PM	0:01:01	process_exit.asp?cat=t&id=ERCQSM4WNZ8K0
660	7:25:20 PM	0:01:30	process_exit.asp?cat=c&id=ERCQSM4WNKE6
661	7:25:57 PM	0:01:25	process_exit.asp?cat=c&id=ERCQSM4WNZT30
662	7:28:22 PM	0:03:06	process_exit.asp?cat=c&id=ERCQSM4WP65F3
663	7:28:32 PM	0:01:05	process_exit.asp?cat=t&id=ERCQSM4WP9X63
664	7:29:40 PM	0:01:57	process_exit.asp?cat=c&id=ERCQSM4WP3P31
665	7:31:11 PM	0:03:15	process_exit.asp?cat=c&id=ERCQSM4WOX0W7
666	7:30:47 PM	0:01:34	process_exit.asp?cat=c&id=ERCQSM4WP8J69
667	7:30:05 PM	0:00:48	process_exit.asp?cat=t&id=ERCQSM4WV0J7

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ID	AMSID	Qs0	Qs1	Qs2	Qs3_1	Qs3_2	Qs3_3	Qs3_4	Qs3_5	Qs3_6	Qs4_1	Qs4_2	Qs4_3	Qs4_4	Qs4_5	Qs4_6	Qs4_7	Qs4_8	Qs5_1
668	ERCQSM4WQZSF1	1	2	2						1	1	1			1	1			1
669	ERCQSM4WNKTD5	2	3	1						1	1	1	1	1	1	1	1		1
670	ERCQSM4WNSW15	1	4	1						1	1		1	1	1				1
671	ERCQSM4WOXFY0	2	4	2						1	1	1	1	1	1	1	1		1
672	ERCQSM4WNYAG0	2	2	1		1	1		1										
673	ERCQSM4WQZQH9	1	4	2						1	1	1	1	1	1	1			1
674	ERCQSM4WNKGK4	2	5	1						1	1				1		1		
675	ERCQSM4WNLQ1	1	5	1						1	1	1	1	1	1	1	1		1
676	ERCQSM4WQZG40	2	3	2						1	1	1	1	1	1	1	1		1
677	ERCQSM4WP1863	1	4	2						1	1		1	1	1	1	1		1
678	ERCQSM4WNP32	3																	
679	ERCQSM4WP8M33	2	4	2						1	1		1	1	1				1
680	ERCQSM4WNX719	1	3	1					1										
681	ERCQSM4WNYMD4	5																	
682	ERCQSM4WNV81	1	5	1						1	1								1
683	ERCQSM4WP76U0	1	3	2						1	1	1	1	1	1				1
684	ERCQSM4WP57V1	1	3	2						1	1		1	1	1		1		1
685	ERCQSM4WNJE00	2	2	1						1	1	1	1	1	1				1
686	ERCQSM4WNEU64	2	2	2						1	1	1	1	1	1	1	1		1
687	ERCQSM4WP4TK6	2	3	2						1	1	1			1				1
688	ERCQSM4WNYDF9	2	5	1						1	1	1							1
689	ERCQSM4WP4Q79	2	5	2						1	1	1		1	1				1
690	ERCQSM4WNSBU3	1	3	1						1	1	1	1	1	1	1	1		1
691	ERCQSM4WNLQG0	2	2	1					1										

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ID	Qs5_2	Qs5_3	Qs5_4	Qs5_5	Qs5_6	Qs5_7	Qs5_8	Q1	Hershey Only	Q2	Q3
668	1			1				1	1	HERSHEY	LOOKS LIKE THEIR DESIGN
669	1	1	1	1	1	1		1	1	Hersheys, without the letters	Hershey's has the block design
670		1		1				1	2	nestles	similar to nestles chocolate bar
671	1	1	1	1	1	1		1	1	Hershy's	It looks like a Hershy bar
672											
673	1	1	1	1	1			1	1	Hershey	looks like their bar
674				1		1					
675	1	1	1	1	1			1	1	Hershey's	it looks like the squares on a hershey's chocolate bar have looked since I've been eating them for them past 60 years.
676	1	1	1	1	1	1		3	2		
677		1	1	1	1	1		3	2		
678											
679			1	1				2	2		
680											
681											
682								1	1	Herseys	It looks like a Herseys bar
683	1			1				1	1	Hersheys	looks like one of their classic chocolate bars
684	1	1	1			1		2	2		
685	1	1	1	1				3	2		
686	1	1	1	1	1	1		1	1	Hershey's	Looks like the Hershey's chocolate bar, split in threes
687	1		1	1				1	1	HERSHEY	THE SHAPE AND BREAKS IN IT
688	1							3	2		
689			1	1				1	1	Hershey	because this example looks pretty much like the Hershey bar I have known since I was a kid.
690	1	1	1	1	1	1		1	1	HERSHEY'S	BECAUSE THAT WHAT IT LOOKS LIKE
691											

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ID	Q4	Q5	ImgVer	vID	vAge	vGender	Status	StartDate	StartTime
668			C	DP8WBWPXM2D8	31	F	COMPLETE	11/9/2010	7:29:17 PM
669			C	DP8WBV8G5MK0	37	M	COMPLETE	11/9/2010	7:29:28 PM
670			T	DP8WBVM2KXM7	59	M	COMPLETE	11/9/2010	7:30:03 PM
671			T	DP8WBMM7D5J1	50	F	COMPLETE	11/9/2010	7:30:09 PM
672				DP8WBVKD6G44	25	M	TERM-Qs3	11/9/2010	7:31:09 PM
673			T	DP8WBVPQVKB5	60	F	COMPLETE	11/9/2010	7:31:32 PM
674				DP8WBV7RHYF1	69	M	TERM-Qs5	11/9/2010	7:31:59 PM
675			C	DP8WBV8TTKW3	68	M	COMPLETE	11/9/2010	7:32:38 PM
676			C	DP8WBVG54DZ0	38	F	COMPLETE	11/9/2010	7:33:26 PM
677			C	DP8WBVGFI6T4	56	F	COMPLETE	11/9/2010	7:34:07 PM
678				DP8WBVBCQGY6	33	M	TERM-Qs0	11/9/2010	7:34:15 PM
679	Hershey's	That's what a Hershey's bar looks like.	T	DP8WBVXDBTG5	57	F	COMPLETE	11/9/2010	7:34:22 PM
680				DP8WBVKJ9927	49	M	TERM-Qs3	11/9/2010	7:35:44 PM
681				DP8WBVKR65Q2	41	M	TERM-Qs0	11/9/2010	7:36:40 PM
682			T	DP8WBVM79W8	65	M	COMPLETE	11/9/2010	7:36:47 PM
683			C	DP8WBWH71VY5	45	F	COMPLETE	11/9/2010	7:36:48 PM
684	not sure of the companies name for certain...but Hershey and ???	I can picture Hershey on each block/piece	T	DP8WBXSNPX1	42	F	COMPLETE	11/9/2010	7:36:54 PM
685			C	DP8W96HNSYG8	30	M	COMPLETE	11/9/2010	7:38:48 PM
686			C	DP8W95G6KRX9	25	F	COMPLETE	11/9/2010	7:38:52 PM
687			C	DP8WBWGVMRK1	43	F	COMPLETE	11/9/2010	7:39:18 PM
688			T	DP8WBVKQJ3C9	65	M	COMPLETE	11/9/2010	7:40:49 PM
689			T	DP8WBX54ZVG9	73	F	COMPLETE	11/9/2010	7:41:29 PM
690			C	DP8WBVCNJ3Z6	48	M	COMPLETE	11/9/2010	7:41:40 PM
691				DP8WBV92QT93	21	M	TERM-Qs3	11/9/2010	7:42:42 PM

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ID	EndTime	Elapsed Time	NextURL
668	7:30:56 PM	0:01:39	process_exit.asp?cat=c&id=ERCQSM4WOZSF1
669	7:30:55 PM	0:01:27	process_exit.asp?cat=c&id=ERCQSM4WNKTD5
670	7:32:15 PM	0:02:12	process_exit.asp?cat=c&id=ERCQSM4WNSW15
671	7:32:04 PM	0:01:55	process_exit.asp?cat=c&id=ERCQSM4WOXFY0
672	7:31:36 PM	0:00:27	process_exit.asp?cat=t&id=ERCQSM4WNYAG0
673	7:32:56 PM	0:01:24	process_exit.asp?cat=c&id=ERCQSM4WOZQH9
674	7:33:35 PM	0:01:36	process_exit.asp?cat=t&id=ERCQSM4WNKGK4
675	7:34:57 PM	0:02:19	process_exit.asp?cat=c&id=ERCQSM4WNLPQ1
676	7:34:53 PM	0:01:27	process_exit.asp?cat=c&id=ERCQSM4WOZG40
677	7:35:14 PM	0:01:07	process_exit.asp?cat=c&id=ERCQSM4WP1863
678	7:34:25 PM	0:00:10	process_exit.asp?cat=t&id=ERCQSM4WNPH32
679	7:35:55 PM	0:01:33	process_exit.asp?cat=c&id=ERCQSM4WP8M33
680	7:36:11 PM	0:00:27	process_exit.asp?cat=t&id=ERCQSM4WNX719
681	7:37:02 PM	0:00:22	process_exit.asp?cat=t&id=ERCQSM4WNYMD4
682	7:38:29 PM	0:01:42	process_exit.asp?cat=c&id=ERCQSM4WNV8P1
683	7:59:13 PM	0:22:25	process_exit.asp?cat=c&id=ERCQSM4WP76U0
684	7:40:09 PM	0:03:15	process_exit.asp?cat=c&id=ERCQSM4WP57V1
685	7:40:18 PM	0:01:30	process_exit.asp?cat=c&id=ERCQSM4WNJE00
686	7:43:41 PM	0:04:49	process_exit.asp?cat=c&id=ERCQSM4WNEU64
687	7:41:29 PM	0:02:11	process_exit.asp?cat=c&id=ERCQSM4WP4TK6
688	7:42:00 PM	0:01:11	process_exit.asp?cat=c&id=ERCQSM4WNYDF9
689	7:47:25 PM	0:05:56	process_exit.asp?cat=c&id=ERCQSM4WP4Q79
690	7:43:31 PM	0:01:51	process_exit.asp?cat=c&id=ERCQSM4WNSBU3
691	7:43:04 PM	0:00:22	process_exit.asp?cat=t&id=ERCQSM4WNLQG0

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ID	AMSID	Qs0	Qs1	Qs2	Qs3_1	Qs3_2	Qs3_3	Qs3_4	Qs3_5	Qs3_6	Qs4_1	Qs4_2	Qs4_3	Qs4_4	Qs4_5	Qs4_6	Qs4_7	Qs4_8	Qs5_1
692	ERCQSM4WNY666	2	2	1				1											
693	ERCQSM4WNPDB5	5																	
694	ERCQSM4WP7605	1	4	2						1	1			1	1				1
695	ERCQSM4WNKPQ3	1	5	1						1	1				1		1		1
696	ERCQSM4WNL65	2	4	1						1	1								1
697	ERCQSM4WNOZZ7	2	2	2															
698	ERCQSM4WNY401	2	4	1						1								1	
699	ERCQSM4WNNVL3	1	4	2															
700	ERCQSM4WNQEA4	1	5	1						1	1	1			1		1		1
701	ERCQSM4WNIL99	1	4	1						1	1		1		1	1			1
702	ERCQSM4WP3ML3	2	2	2						1	1	1	1	1	1		1		
703	ERCQSM4WNN239	1	4	1						1	1	1	1	1	1		1		1
704	ERCQSM4WNPCP8	2	2	1						1	1	1	1	1	1		1		1
705	ERCQSM4WNY5A5	2	3	1						1	1	1	1	1	1	1	1		1
706	ERCQSM4WP8RZ9	1	5	2						1	1		1	1	1	1			1
707	ERCQSM4WNRE56	2	5	1						1		1	1	1	1				
708	ERCQSM4WOX1C6	2	4	2						1					1	1			
709	ERCQSM4WP64Z4	2	2	2						1	1	1	1	1	1				
710	ERCQSM4WP8LD9	1	4	2						1					1				
711	ERCQSM4WNX1I5	2	2	1						1	1	1			1	1			1
712	ERCQSM4WP8OT4	2	2	2						1	1	1	1		1	1	1		1
713	ERCQSM4WNG4E4	2	2	2						1	1	1		1	1				1
714	ERCQSM4WP1100	2	4	2						1	1		1		1		1		1
715	ERCQSM4WNO1D3	1	3	1						1	1				1	1			1

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ID	Qs5_2	Qs5_3	Qs5_4	Qs5_5	Qs5_6	Qs5_7	Qs5_8	Q1	Hershey Only	Q2	Q3
692											
693											
694		1	1	1				4	2		
695				1		1		1	2	Herart	the bars in it
696		1				1		4	2		
697											
698		1									
699											
700			1	1	1	1		1	1	Hershy	Look like their bar
701	1	1		1	1			3	2		
702	1	1	1	1							
703	1	1		1				2	2		
704	1	1	1	1		1		2	2		
705	1	1	1	1	1	1		1	1	Hershey	Because the shape. I know the name Hershey appears on each square but I assume you removed it.
706		1	1	1	1			1	1	Hershey Bar	I like them. I like Choc. Theyare good
707	1	1	1	1							
708			1	1	1						
709	1			1							
710				1							
711	1		1	1				1	1	hersheys	this is exactly what a hershey's chocolate bar looks like
712				1	1	1		1	1	Hersheys	It looks like a Hershey's bar
713	1							1	1	Hersheys	The style of the bar, the way that it is divided into rectangle pieces makes me think of a hersheys chocolate bar.
714		1	1	1		1		1	2	Nestle's	It looks familiar
715		1	1	1	1			1	1	Hershey's	I've eaten many of their chocolate bars.

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ID	Q4	Q5	ImgVer	vID	vAge	vGender	Status	StartDate	StartTime
692				DP8WBVK6Q G29	28	M	TERM-Qs3	11/9/2010	7:44:22 PM
693				DP8WBVB65 QJ6	72	M	TERM-Qs0	11/9/2010	7:45:42 PM
694			C	DP8WBVH5P Q94	57	F	COMPLETE	11/9/2010	7:46:20 PM
695			T	DP8WBVS3TP B4	70	M	COMPLETE	11/9/2010	7:46:34 PM
696			T	DP8WBVSZ S45	53	M	COMPLETE	11/9/2010	7:46:38 PM
697				DP8WBVS68T V8	24	M	TERM-UserInfo	11/9/2010	7:46:39 PM
698				DP8WBVK3P4 G1	55	M	TERM-Qs5	11/9/2010	7:47:48 PM
699				DP8WBVD6Z CS2	63	M	TERM-UserInfo	11/9/2010	7:48:01 PM
700			C	DP8WBVBW4 DJ7	73	M	COMPLETE	11/9/2010	7:48:19 PM
701			C	DP8W9CH9N 6L6	62	M	COMPLETE	11/9/2010	7:48:45 PM
702				DP8WBWGL V28	29	F	TERM-Qs5	11/9/2010	7:49:20 PM
703	nestles, ghiradeli	the shape and separations	C	DP8WBVDGJ WS8	59	M	COMPLETE	11/9/2010	7:49:27 PM
704	Nestle Crunch, Hersheys, Mr. Goodbar	Comes in breakable pieces like in the picture.	C	DP8WBVB59 R84	33	M	COMPLETE	11/9/2010	7:49:37 PM
705			T	DP8WBVK7D 6W9	43	M	COMPLETE	11/9/2010	7:50:34 PM
706			T	DP8WBX3WD DT4	83	F	COMPLETE	11/9/2010	7:50:39 PM
707				DP8WBVDSC 5M7	67	M	TERM-Qs5	11/9/2010	7:50:52 PM
708				DP8WBX4SD L33	64	F	TERM-Qs5	11/9/2010	7:51:11 PM
709				DP8WBWN3H BL7	26	F	TERM-Qs5	11/9/2010	7:51:23 PM
710				DP8WBWXX76 948	53	F	TERM-Qs5	11/9/2010	7:51:24 PM
711			T	DP8WBVJX6C 67	27	M	COMPLETE	11/9/2010	7:51:48 PM
712			C	DP8WBWZKV MD5	25	F	COMPLETE	11/9/2010	7:51:50 PM
713			T	DP8W95H3T VH6	32	F	COMPLETE	11/9/2010	7:51:53 PM
714			T	DP8WBX4NC TQ3	55	F	COMPLETE	11/9/2010	7:52:09 PM
715			T	DP8WBV8MG ZL4	49	M	COMPLETE	11/9/2010	7:52:18 PM

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ID	EndTime	Elapsed Time	NextURL
692	7:44:45 PM	0:00:23	process_exit.asp?cat=t&id=ERCQSM4WNY666
693	7:46:08 PM	0:00:26	process_exit.asp?cat=t&id=ERCQSM4WNPDB5
694	7:50:27 PM	0:04:07	process_exit.asp?cat=c&id=ERCQSM4WP7605
695	7:49:27 PM	0:02:53	process_exit.asp?cat=c&id=ERCQSM4WNPQ3
696	7:48:11 PM	0:01:33	process_exit.asp?cat=c&id=ERCQSM4WNL65
697	7:47:12 PM	0:00:33	process_exit.asp?cat=t&id=ERCQSM4WNOZZ7
698	7:48:25 PM	0:00:37	process_exit.asp?cat=t&id=ERCQSM4WNY401
699	7:48:20 PM	0:00:19	process_exit.asp?cat=t&id=ERCQSM4WNMVL3
700	7:52:22 PM	0:04:03	process_exit.asp?cat=c&id=ERCQSM4WNPQEA4
701	7:50:51 PM	0:02:06	process_exit.asp?cat=c&id=ERCQSM4WNIL99
702	7:50:15 PM	0:00:55	process_exit.asp?cat=t&id=ERCQSM4WP3ML3
703	7:51:55 PM	0:02:28	process_exit.asp?cat=c&id=ERCQSM4WNN239
704	7:52:36 PM	0:02:59	process_exit.asp?cat=c&id=ERCQSM4WNPC8
705	7:52:47 PM	0:02:13	process_exit.asp?cat=c&id=ERCQSM4WNY5A5
706	7:54:42 PM	0:04:03	process_exit.asp?cat=c&id=ERCQSM4WP8RZ9
707	7:53:21 PM	0:02:29	process_exit.asp?cat=t&id=ERCQSM4WNP56
708	7:52:11 PM	0:01:00	process_exit.asp?cat=t&id=ERCQSM4WOX1C6
709	7:52:09 PM	0:00:46	process_exit.asp?cat=t&id=ERCQSM4WP64Z4
710	7:52:02 PM	0:00:38	process_exit.asp?cat=t&id=ERCQSM4WP8LD9
711	7:53:48 PM	0:02:00	process_exit.asp?cat=c&id=ERCQSM4WNPX1I5
712	8:00:40 PM	0:08:50	process_exit.asp?cat=c&id=ERCQSM4WP8OT4
713	7:53:19 PM	0:01:26	process_exit.asp?cat=c&id=ERCQSM4WNP4E4
714	7:54:34 PM	0:02:25	process_exit.asp?cat=c&id=ERCQSM4WP1100
715	7:54:26 PM	0:02:08	process_exit.asp?cat=c&id=ERCQSM4WNO1D3

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ID	AMSID	Qs0	Qs1	Qs2	Qs3_1	Qs3_2	Qs3_3	Qs3_4	Qs3_5	Qs3_6	Qs4_1	Qs4_2	Qs4_3	Qs4_4	Qs4_5	Qs4_6	Qs4_7	Qs4_8	Qs5_1
716	ERCQSM4WP63U5	1	3	2						1	1		1		1				
717	ERCQSM4WP1954	2	4	2						1		1	1	1	1	1			
718	ERCQSM4W0V0H1	1	4	2						1	1	1	1	1	1	1	1		1
719	ERCQSM4WNO5E7	1	5	1						1			1	1		1			

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ID	Qs5_2	Qs5_3	Qs5_4	Qs5_5	Qs5_6	Qs5_7	Qs5_8	Q1	Hershey Only	Q2	Q3
716		1		1	1						
717	1	1		1							
718	1	1	1	1	1	1		4	2		
719		1	1		1						

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ID	Q4	Q5	ImgVer	vID	vAge	vGender	Status	StartDate	StartTime
716				DP8WBWHP7 KG4	40	F	TERM-Qs5	11/9/2010	7:52:24 PM
717				DP8WBWMPK GP41	53	F	TERM-Qs5	11/9/2010	7:52:59 PM
718			T	DP8WBXSTTD M6	52	F	COMPLETE	11/9/2010	7:53:27 PM
719				DP8WBVSZ8 ZP2	70	M	TERM-Qs5	11/9/2010	7:53:43 PM

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ID	EndTime	Elapsed Time	NextURL
716	7:53:00 PM	0:00:36	process_exit.asp?cat=t&id=ERCQSM4WP63US
717	7:53:49 PM	0:00:50	process_exit.asp?cat=t&id=ERCQSM4WP1954
718	7:54:42 PM	0:01:15	process_exit.asp?cat=c&id=ERCQSM4W0V0H1
719	7:54:50 PM	0:01:07	process_exit.asp?cat=t&id=ERCQSM4WNO5E7

G-116

Revocation of Attorney/Domestic Representative and/or Appointment of Attorney/Domestic Representative

The table below presents the data as entered.

Input Field	Entered
SERIAL NUMBER	77809223
LAW OFFICE ASSIGNED	LAW OFFICE 116
ATTORNEY DOCKET NUMBER	29985-
MARK SECTION	
MARK	Design only
NEW OTHER APPOINTED ATTORNEYS	John P. Rynkiewicz, Victoria haje, Mark Godler
NEW ATTORNEY ADDRESS	
STATEMENT TEXT	By submission of this request, the undersigned hereby APPOINTS the following new attorney.
NAME	Paul Llewellyn
FIRM NAME	Kaye Scholer LLP
STREET	425 Park Avenue
CITY	New York
STATE	New York
COUNTRY	United States
POSTAL/ZIP CODE	10022
PHONE	2128367828
FAX	2128366463
ATTORNEY DOCKET NUMBER	29985-
NEW CORRESPONDENCE ADDRESS	
NAME	Paul Llewellyn
FIRM NAME	Kaye Scholer LLP
STREET	425 Park Avenue
CITY	New York
STATE	New York
COUNTRY	United States
POSTAL/ZIP CODE	10022
PHONE	2128367828
FAX	2128366463
OTHER APPOINTED ATTORNEY	John P. Rynkiewicz, Victoria haje, Mark Godler
SIGNATURE SECTION	

SIGNATURE	/Lois B. Duquette/
SIGNATORY NAME	Lois B. Duquette
SIGNATORY DATE	11/15/2010
SIGNATORY POSITION	Assistant Secretary
FILING INFORMATION SECTION	
SUBMIT DATE	Mon Nov 15 18:16:19 EST 2010
TEAS STAMP	USPTO/RAA-XXX.XXX.XX.X-20 101115181619532494-778092 23-4701c22ebc69ba6322c12b 22fd29874d1f4-N/A-N/A-201 01115171849981698

Revocation of Attorney/Domestic Representative and/or Appointment of Attorney/Domestic Representative

To the Commissioner for Trademarks:

MARK: Design only

SERIAL NUMBER: 77809223

ATTORNEY DOCKET NUMBER 29985-

Original Correspondence Address :

LOIS B. DUQUETTE
THE HERSHEY COMPANY
100 CRYSTAL A DR
HERSHEY, PA 17033-9524
717-534-7911
717-534-7549
lduquette@hersheys.com

By submission of this request, the undersigned hereby APPOINTS the following new attorney. In addition, any additional previously-appointed attorneys that are currently listed in the application are replaced with the new "Other Appointed Attorneys" listed below.

Newly Appointed Attorney:

Paul Llewellyn
Kaye Scholer LLP
425 Park Avenue
New York, New York 10022
United States
2128367828
2128366463
29985-

Other Appointed Attorneys:

John P. Rynkiewicz, Victoria haje, Mark Godler

The following is to be used as the correspondence address:

Paul Llewellyn
Kaye Scholer LLP
425 Park Avenue
New York, New York 10022
United States

2128367828
2128366463 The attorney docket/reference number is 29985-.

Signature: /Lois B. Duquette/ Date: 11/15/2010

Signatory's Name: Lois B. Duquette

Signatory's Position: Assistant Secretary

Serial Number: 77809223

Internet Transmission Date: Mon Nov 15 18:16:19 EST 2010

TEAS Stamp: USPTO/RAA-XXX.XXX.XX.X-20101115181619532

494-77809223-4701c22ebc69ba6322c12b22fd2

9874d1f4-N/A-N/A-20101115171849981698

To: Hershey Chocolate & Confectionery Corpor ETC. (lduquette@hersheys.com)
Subject: U.S. TRADEMARK APPLICATION NO. 77809223 - N/A
Sent: 5/28/2010 10:47:53 AM
Sent As: ECOM116@USPTO.GOV
Attachments:

UNITED STATES PATENT AND TRADEMARK OFFICE

SERIAL NO: 77809223

MARK:

77809223

CORRESPONDENT ADDRESS:

LOIS B. DUQUETTE
THE HERSHEY COMPANY
100 CRYSTAL A DR
HERSHEY, PA 17033-9524

RESPOND TO THIS ACTION:

<http://www.uspto.gov/teas/eTEASpageD.htm>

GENERAL TRADEMARK INFORMATION:

<http://www.uspto.gov/main/trademarks.htm>

APPLICANT: Hershey Chocolate & Confectionery
Corpor ETC.

CORRESPONDENT'S REFERENCE/DOCKET NO :

N/A

CORRESPONDENT E-MAIL ADDRESS:

lduquette@hersheys.com

OFFICE ACTION

TO AVOID ABANDONMENT, THE OFFICE MUST RECEIVE A PROPER RESPONSE TO THIS OFFICE ACTION WITHIN 6 MONTHS OF THE ISSUE/MAILING DATE.

ISSUE/MAILING DATE: 5/28/2010

This letter responds to the applicant's correspondence dated May 3, 2010.

The applicant (1) argued against the refusal to register the mark under Section 2(e)(5) as a functional design; (2) argued against the refusal to register the mark under Trademark Act Sections 1, 2 and 45 as a non-distinctive configuration of goods; (3) proposed amending the application to seek registration under Section 2(f), acquired distinctiveness; (4) amended the description of the mark; and, (5) submitted information regarding the goods. Nos. 4 and 5 are accepted and made part of the record. No. 3 has raised a new issue.

The refusal to register the mark under Section 2(e)(5) as a functional design, and the refusal to register the mark under Trademark Act Sections 1, 2 and 45 as a non-distinctive configuration of goods, are maintained and continued.

NEW ISSUE – INSUFFICIENT EVIDENCE TO ESTABLISH ACQUIRED DISTINCTIVENESS

With regard to the refusal to register the mark under Trademark Act Sections 1, 2 and 45 as a non-distinctive configuration of goods, the applicant has proposed amending the application to seek registration on the Principal Register under Section 2(f), acquired distinctiveness. The applicant has based this claim upon (1) length of use; (2) ownership of a prior registration; (3) sales and advertising; and, (4) public recognition.

In this case, the applicant has failed to meet the burden of proving that the mark has acquired distinctiveness.

The burden of proving that a mark has acquired distinctiveness is on the applicant. *Yamaha Int'l Corp. v. Yoshino Gakki Co.*, 840 F.2d 1572, 6 USPQ2d 1001, 1004 (Fed. Cir. 1988); *In re Meyer & Wenthe, Inc.*, 267 F.2d 945, 122 USPQ 372 (C.C.P.A. 1959); TMEP §1212.01. An applicant must establish that the purchasing public has come to view the proposed mark as an indicator of origin.

Because the applicant's proposed mark is a variation of a very common feature of candy bars, namely, shaping the candy bars so that they may be broken into equal sized pieces, the allegation of five years' use and the claim of ownership of a prior registration are insufficient to show acquired distinctiveness. *In re Kalmbach Publ'g Co.*, 14 USPQ2d 1490 (TTAB 1989); *In re Loew's Theatres, Inc.*, 769 F.2d 764, 226 USPQ 865, 869 (Fed. Cir. 1985); TMEP §§1212.04(a) & 1212.05(a). Additional evidence is needed.

Applicant's allegations of sales and advertising expenditures do not per se establish that a term has acquired significance as a mark. Applicant also provided some actual advertising material so that the examining attorney can determine how the term is used, the commercial impression created by such use, and the significance the term would have to prospective purchasers. TMEP §1212.06(b); see *In re Boston Beer Co.*, 198 F.3d 1370, 53 USPQ2d 1056 (Fed. Cir. 1999); *In re Packaging Specialists, Inc.*, 221 USPQ 917, 920 (TTAB 1984). In this case, there is little or nothing about the advertising that causes the configuration of the candy bars to create any commercial impression.

The ultimate test in determining acquisition of distinctiveness under Trademark Act Section 2(f) is not applicant's efforts, but applicant's success in educating the public to associate the claimed mark with a single source. TMEP §1212.06(b); see *In re Packaging Specialists*, 221 USPQ at 920; *In re Redken Labs., Inc.*, 170 USPQ 526 (TTAB 1971).

Applicant's response also discusses public recognition wherein it provides, in part, "attention is directed to the article located at <http://bakingbites.com/2009/01/chocolate-bar-brownie-pan>, which discusses brownie pans sold by Williams Sonoma, which touts the public recognition of the shape of the pans as one that looks like applicant's configuration trademark. The text reads, "Whether you're a fan of Hershey's chocolate bars or not, it's design is undeniably a classic confectionery icon." This same recognition is found on the website located at <http://www.chocolateysprinkles.com/2009/06/01/williams-sonoma/> with the following comment about the "chocolate bar brownie pan" that "It's like a Hershey's bar with individual brownies." Printouts of the relevant text from these sites are attached herewith." However, these articles were not attached to the response and, thus, this proposed evidence is not of record.

As noted above, an applicant bears the burden of proving that a mark has acquired distinctiveness. See *Yamaha Int'l Corp. v. Hoshino Gakki Co.*, 840 F.2d 1572, 1578-79, 6 USPQ2d 1001, 1006 (Fed. Cir. 1988); *In re Meyer & Wenthe, Inc.*, 267 F.2d 945, 949, 122 USPQ 372, 374-75 (C.C.P.A. 1959); TMEP §1212.01.

Applicant can present any additional competent evidence to establish that a mark has acquired distinctiveness. The amount and type of evidence required to establish acquired distinctiveness depends on the facts of each case and particularly on the nature of the mark sought to be registered. See *In re Owens-Corning Fiberglas Corp.*, 774 F.2d 1116, 1125, 227 USPQ 417, 422 (Fed. Cir. 1985); TMEP §1212.01.

TEAS PLUS APPLICANTS MUST SUBMIT DOCUMENTS ELECTRONICALLY OR SUBMIT FEE: Applicants who filed their application online using the reduced-fee TEAS Plus application must continue to submit certain documents online using TEAS, including responses to Office actions. See 37 C.F.R. §2.23(a)(1). For a complete list of these documents, see TMEP §819.02(b). In addition, such applicants must accept correspondence from the Office via e-mail throughout the examination process and must maintain a valid e-mail address. 37 C.F.R. §2.23(a)(2); TMEP §§819, 819.02(a). TEAS Plus applicants who do not meet these requirements must submit an additional fee of \$50 per international class of goods and/or services. 37 C.F.R. §2.6(a)(1)(iv); TMEP §819.04. In appropriate situations and where all issues can be resolved by amendment, responding by telephone to authorize an examiner's amendment will not incur this additional fee.

/John Dwyer/
Examining Attorney
Law Office 116
Telephone 571-272-9155
Facsimile 571-273-9116

RESPOND TO THIS ACTION: Applicant should file a response to this Office action online using the form at <http://www.uspto.gov/teas/eTEASpageD.htm>, waiting 48-72 hours if applicant received notification of the Office action via e-mail. For technical assistance with the form, please e-mail TEAS@uspto.gov. For questions about the Office action itself, please contact the assigned examining attorney. **Do not respond to this Office action by e-mail; the USPTO does not accept e-mailed responses.**

If responding by paper mail, please include the following information: the application serial number, the mark, the filing date and the name,

title/position, telephone number and e-mail address of the person signing the response. Please use the following address: Commissioner for Trademarks, P.O. Box 1451, Alexandria, VA 22313-1451.

STATUS CHECK: Check the status of the application at least once every six months from the initial filing date using the USPTO Trademark Applications and Registrations Retrieval (TARR) online system at <http://tarr.uspto.gov>. When conducting an online status check, print and maintain a copy of the complete TARR screen. If the status of your application has not changed for more than six months, please contact the assigned examining attorney.

To: Hershey Chocolate & Confectionery Corpor ETC. (lduquette@hersheys.com)
Subject: U.S. TRADEMARK APPLICATION NO. 77809223 - N/A
Sent: 5/28/2010 10:47:56 AM
Sent As: ECOM116@USPTO.GOV
Attachments:

IMPORTANT NOTICE REGARDING YOUR TRADEMARK APPLICATION

Your trademark application (Serial No. 77809223) has been reviewed. The examining attorney assigned by the United States Patent and Trademark Office (“USPTO”) has written a letter (an “Office action”) on **5/28/2010** to which you must respond (*unless the Office letter specifically states that no response is required*). Please follow these steps:

1. **Read** the Office letter by clicking on this [link](http://tmportal.uspto.gov/external/portal/tow?DDA=Y&serial_number=77809223&doc_type=OOA&mail_date=20100528) **OR** go to <http://tmportal.uspto.gov/external/portal/tow> and enter your serial number to access the Office letter. If you have difficulty accessing the Office letter, contact TDR@uspto.gov.

PLEASE NOTE: The Office letter may not be immediately available but will be viewable within 24 hours of this e-mail notification.

2. **Contact** the examining attorney who reviewed your application if you have any questions about the content of the Office letter (contact information appears at the end thereof).

3. **Respond** within 6 months, calculated from **5/28/2010** (*or sooner if specified in the Office letter*), using the Trademark Electronic Application System (TEAS) [Response to Office Action form](#). If you have difficulty using TEAS, contact TEAS@uspto.gov.

ALERT:

Failure to file any required response by the applicable deadline will result in the [ABANDONMENT](#) (loss) of your application.

Do NOT hit “Reply” to this e-mail notification, or otherwise attempt to e-mail your response, as the USPTO does NOT accept e-mailed responses.

Trademark Snap Shot Amendment & Mail Processing Stylesheet

(Table presents the data on Amendment & Mail Processing Complete)

OVERVIEW

SERIAL NUMBER	77809223	FILING DATE	08/20/2009
REG NUMBER	0000000	REG DATE	N/A
REGISTER	PRINCIPAL	MARK TYPE	TRADEMARK
INTL REG #	N/A	INTL REG DATE	N/A
TM ATTORNEY	DWYER, JOHN D	L.O. ASSIGNED	116

PUB INFORMATION

RUN DATE	05/04/2010		
PUB DATE	N/A		
STATUS	661-RESPONSE AFTER NON-FINAL-ACTION-ENTERED		
STATUS DATE	05/03/2010		
LITERAL MARK ELEMENT			
DATE ABANDONED	N/A	DATE CANCELLED	N/A
SECTION 2F	YES	SECTION 2F IN PART	NO
SECTION 8	NO	SECTION 8 IN PART	NO
SECTION 15	NO	REPUB 12C	N/A
RENEWAL FILED	NO	RENEWAL DATE	N/A
DATE AMEND REG	N/A		

FILING BASIS

FILED BASIS		CURRENT BASIS		AMENDED BASIS	
1 (a)	YES	1 (a)	YES	1 (a)	NO
1 (b)	NO	1 (b)	NO	1 (b)	NO
44D	NO	44D	NO	44D	NO
44E	NO	44E	NO	44E	NO
66A	NO	66A	NO		
NO BASIS	NO	NO BASIS	NO		

MARK DATA

STANDARD CHARACTER MARK	NO
LITERAL MARK ELEMENT	
MARK DRAWING CODE	2-AN ILLUSTRATION DRAWING WITHOUT ANY WORD(S)/LETTER(S)/NUMBER(S)
COLOR DRAWING FLAG	NO

CURRENT OWNER INFORMATION

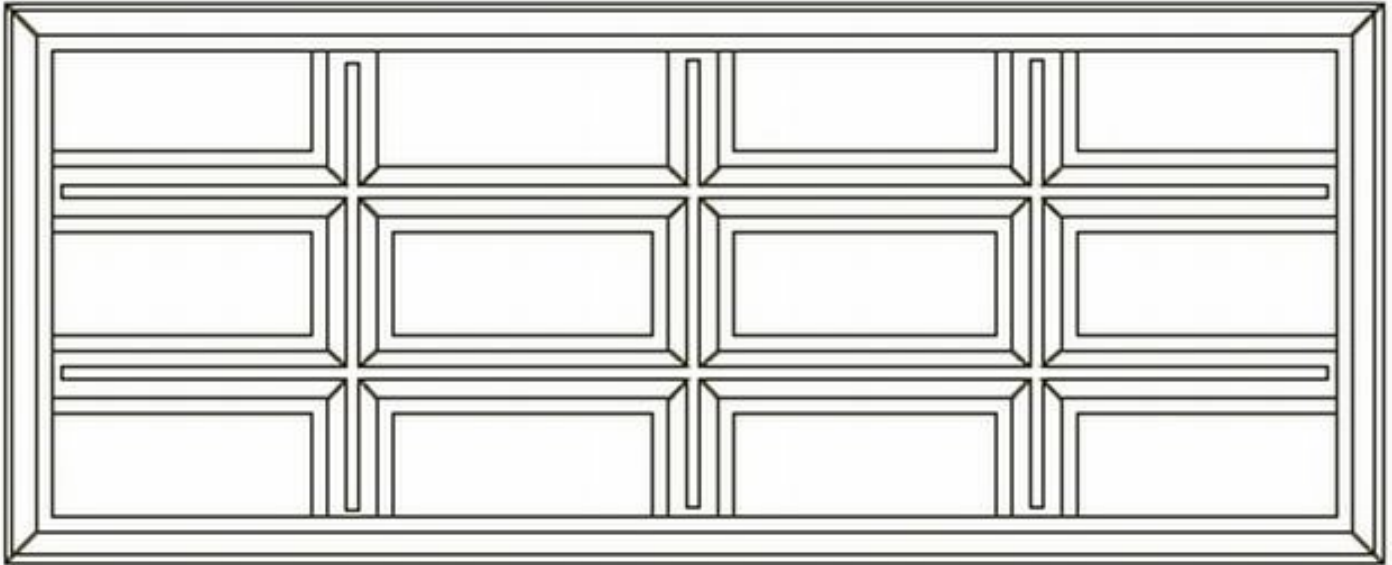
PARTY TYPE	10-ORIGINAL APPLICANT
NAME	Hershey Chocolate & Confectionery Corporation
ADDRESS	4860 Robb Street, Suite 204 Wheat Ridge, CO 80033
ENTITY	03-CORPORATION
CITIZENSHIP	Delaware
GOODS AND SERVICES	
INTERNATIONAL CLASS	030
DESCRIPTION TEXT	Candy; Chocolate

GOODS AND SERVICES CLASSIFICATION							
INTERNATIONAL CLASS	030	FIRST USE DATE	12/31/1968	FIRST USE IN COMMERCE DATE	12/31/1968	CLASS STATUS	6-ACTIVE

MISCELLANEOUS INFORMATION/STATEMENTS	
CHANGE IN REGISTRATION	NO
COLORS CLAIMED STATEMENT	Color is not claimed as a feature of the mark.
DESCRIPTION OF MARK	The mark consists of twelve (12) equally-sized recessed rectangular panels arranged in a four panel by three panel format with each panel having its own raised border within a large rectangle.
OWNER OF US REG NOS	3668662

PROSECUTION HISTORY				
DATE	ENT CD	ENT TYPE	DESCRIPTION	ENT NUM
05/03/2010	TEME	I	TEAS/EMAIL CORRESPONDENCE ENTERED	010
05/03/2010	CRFA	I	CORRESPONDENCE RECEIVED IN LAW OFFICE	009
05/03/2010	TROA	I	TEAS RESPONSE TO OFFICE ACTION RECEIVED	008
11/24/2009	GNRN	O	NOTIFICATION OF NON-FINAL ACTION E-MAILED	007
11/24/2009	GNRT	F	NON-FINAL ACTION E-MAILED	006
11/24/2009	CNRT	R	NON-FINAL ACTION WRITTEN	005
11/17/2009	DOCK	D	ASSIGNED TO EXAMINER	004
08/25/2009	MDSC	O	NOTICE OF DESIGN SEARCH CODE MAILED	003
08/24/2009	NWOS	I	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	002
08/24/2009	NWAP	I	NEW APPLICATION ENTERED IN TRAM	001

CURRENT CORRESPONDENCE INFORMATION	
ATTORNEY	NONE
CORRESPONDENCE ADDRESS	LOIS B. DUQUETTE THE HERSHEY COMPANY 100 CRYSTAL A DR HERSHEY, PA 17033-9524
DOMESTIC REPRESENTATIVE	NONE



Response to Office Action**The table below presents the data as entered.**

Input Field	Entered
SERIAL NUMBER	77809223
LAW OFFICE ASSIGNED	LAW OFFICE 116
MARK SECTION (no change)	
ARGUMENT(S)	
<u>IN THE UNITED STATES PATENT AND TRADEMARK OFFICE</u>	
In re application of	:
HERSHEY CHOCOLATE & CONFECTIONERY CORPORATION	: John Dwyer Trademark Attorney Law Office 116
Ser. No. 77/809,223	:
Filing Date: August 20, 2009	:
International Class: 30	:
Mark: Miscellaneous Design (Recessed Rectangular Panels):	
<u>RESPONSE TO OFFICIAL ACTION</u>	
This is in response to the official action dated November 24, 2009.	
<u>NO CONFLICTING MARKS</u>	
The applicant takes note of the fact that the examining attorney's search of the Office's database of registered and pending marks found no conflicting marks that would bar registration.	
<u>DESCRIPTION OF MARK</u>	
Please amend the description of the mark to the following:	
The mark is a configuration of a candy bar that consists of twelve (12) equally-sized recessed rectangular panels arranged in a four panel by three panel format with each panel having its own raised border within a large rectangle.	
<u>REMARKS</u>	
The examining attorney has refused registration on the ground that this three-dimensional product design configuration is functional for the identified goods under Trademark Act Section 2(e)(5), 15 U.S.C. § 1052(e) (5), and on the ground that the proposed mark consists of a non-distinctive product design, and thus does not function as a mark under Trademark Act Sections 1, 2 and 45, 15 U.S.C. §§ 1051, 1052 and 1127.	
Applicant disagrees with the examining attorney's conclusion and requests reconsideration. The examining attorney has not, but should, take into consideration the mark as a whole - the decorative design aspects of the mark clearly leads one to the conclusion that the mark is distinctive and nonfunctional. It has been held to be a violation of the anti-dissection rule to focus upon one feature of a mark, ignoring all other elements of the mark. <i>Massey Junior College, Inc. v. Fashion Institute of Technology</i> , 492 F.2d 1399, 181 USPQ 272 (CCPA 1981).	
<u>FUNCTIONALITY</u>	
The applicant's trademark is not functional. It is not essential to the use or purpose of the product. Its only function is to act as a source identifier. The evidence shows that applicant's specific product design provides no real utilitarian advantages to the user, but is one of many equally feasible, efficient and competitive designs. As a result, it is registrable.	
Does the applied-for mark consist of a functional configuration for candy and chocolate? This determination is a question of fact, which depends upon the totality of the evidence presented in each particular case. <i>TrafFix Devices, Inc. v. Marketing Displays, Inc.</i> , 532 U.S. 23, 58 USPQ2d 1001, 1005 (2001). See also <i>In re Morton-Norwich Products, Inc.</i> , 671 F.2d 1332, 213 USPQ 9 (CCPA 1982); <i>In re American National Can Co.</i> , 41 USPQ2d 1841 (TTAB 1997); <i>In re Honeywell Inc.</i> , 8 USPQ2d 1600 (TTAB 1988); and <i>In re Weber-Stephen Products Co.</i> , 3 USPQ2d 1659 (TTAB 1987).	

The factors set out in the Morton-Norwich analysis of the issue of functionality, which we will address individually, are still controlling, namely, 1) the existence of a utility patent that discloses the utilitarian advantages of the design sought to be registered; 2) any advertising by the applicant that touts the utilitarian advantages of the design; 3) facts pertaining to the availability of alternative designs; and 4) facts pertaining to whether the design results from a comparatively simple or inexpensive method of manufacture.

1) THE EXISTENCE OF A UTILITY OR DESIGN PATENT

Applicant does not own a utility or design patent or patent application, including expired patent and abandoned patent applications for the applied-for-mark. Under this Morton-Norwich factor, the applied-for-mark is not functional.

2) ADVERTISING BY APPLICANT THAT TOUTS ANY UTILITARIAN ADVANTAGES OF THE DESIGN

Applicant does not and has not distributed any advertising materials that promote the applied-for-mark as having any utilitarian advantages over any other configuration design. Applicant's mark is used solely as a source indicator and does not have any utilitarian purpose that shows its product has a particular shape because it works better in that shape. For that matter, Applicant produces and sells candy and chocolates in many different and well known shapes such as its famous HERSHEY'S KISSES candies and its REESE'S candies. There is nothing in the record to support a refusal of applicant's design under this Morton-Norwich factor.

3) AVAILABILITY OF ALTERNATIVE DESIGNS

The third factor of the Morton-Norwich test considers the availability to competitors of feasible alternative designs - i.e., whether the product design configuration is superior to other designs. When confronted with a novel configuration trademark, the decision-maker is compelled to focus upon whether exclusive use of this claimed feature "would put competitors at a significant non-reputation based disadvantage. *Qualitex Co. v. Jacobson Prods. Co.* 514 U.S. 159, 165, 34 USPQ2d 1161, 1164 (1995). There is nothing in the record to support a refusal of applicant's design under this Morton-Norwich factor.

In fact, the research conducted by the examining attorney and the evidence that he uncovered clearly points to the conclusion that applicant's configuration is unique and stands apart from the numerous examples of shapes and sizes that are available to its competitors. None of the competitor examples identified by the examining attorney embodies the same features or combination of features as applicant's configuration. The "Ritter Sport Milk Chocolate with Whole Hazelnuts" comes in a square shaped, molded milk chocolate bar with 16 small square segments - each embossed with the Ritter Sport logo. "Starz Nougat Praline" is a solid molded bar with six segments. Dagoba Organic Chocolate is a 10-segment molded chocolate bar. Kingsbury Chocolates Nib is a 28 segment molded bar. None of these configurations are similar to the applicant's distinctive configuration, which consists of a specific design of twelve raised segments oriented in a 3x4 rectangular grid in a particular, with each segment's dimensions of similar proportions to the proportions of the overall rectangular grid. To the contrary, these examples and numerous other chocolate bars are offered with (1) different overall shapes; (2) a different number of segments; (3) a different layout of segments (i.e. 4x4, 2x3, etc.); (4) segments and/or bar shapes of different proportions; and/or (5) no segments at all. Moreover, the lack of any similar competing designs in the record suggests that the applied-for design is not functional.

Candy and chocolates come in numerous shapes (squares, circles, cones, rectangles, triangles). The possibilities are endless. These shapes come with any number of fanciful markings and indentations. As a matter of fact, candies and chocolates can be eaten in any size bite. It all depends on the person lucky enough to be eating them.

After analyzing the Morton-Norwich factors, it is clear that applicant's configuration product design mark is not functional.

ACQUIRED DISTINCTIVENESS - SECTION 2(f)

Applicant has requested amendment of this application to Section 2(f) on the Principal Register. Applicant's mark has acquired distinctiveness as a source indicator for the applicant's goods in commerce. Applicant's three-dimensional mark comprises a distinctive product design. A term (or design) may, through usage by one producer with reference to his product, acquire a special significance so that to the consuming public the term has come to mean that that particular manufacturer produces the product. 1 Nims, Unfair Competition and Trademarks at §37 (1947). The primary significance of the distinctive product design in the minds of the consuming public is the fact that the applicant is the source of the product.

The ultimate test in determining whether a designation has acquired distinctiveness is applicant's success, rather than its efforts, in educating the public to associate the proposed mark with a single source. Public association of a trademark with a certain source and quality of goods is most often achieved through the dual channels of actual sales and advertising. The applicant has spent a considerable amount on nationwide advertising, which has resulted in a considerable volume of sales to its consumers. This extensive advertising has resulted in creating secondary meaning in, not only its buyers' minds, but in the mind of the general public. Because the applicant has featured its distinctive mark as an important trademark in its advertising, it is a logical inference that buyers and viewers of the advertising have come to associate the trademark with applicant. *In re Data Packaging Corp.*, 453 F.2d 1300, 172 USPQ 396 (CCPA 1972).

In order to meet its prima facie burden on the non-distinctiveness refusal, the U.S. Patent and Trademark Office must, at a minimum, set forth a "reasonable predicate" for its position of non-distinctiveness. *In re Pacer Technology*, 338 F.3d 1348, 67 USPQ2D 1629, 1632 (Fed. Cir. 2003). The Trademark Examining Attorney has not met this burden. There is no evidence that any third parties are using similarly-shaped configurations. There are significant differences between each of the examples made of record by the examining attorney with applicant's distinctive product design.

In support of the applicant's claim of acquired distinctiveness, you will find the attached Declaration by Lois B. Duquette, who offers the following evidence:

- 1) the applied-for design has been in use by Hershey since 1968;
- 2) sales of products identified by this distinct trademark have exceeded four billion dollars in the past twelve years; and
- 3) applicant's licensee has spent in excess of 186 million dollars in advertising materials in the past twenty-four years, which may be found in national publications and over the television airwaves, which promote the applicant's distinctive product configuration.

To establish secondary meaning, an applicant must show that, in the minds of the public, the primary significance of a product feature or term is to identify the source of the product rather than the product itself." *Inwood Laboratories, Inc. v. Ives Laboratories, Inc.*, 456 U.S. 844, 851 N.

11, 214 USPQ 1, 4 n. 11 (1982). The issue is whether acquired distinctiveness of the mark in relation to the goods or services has in fact been established in the minds of the purchasing public. In re Reden Laboratories, Inc., 170 USPQ 526(TTAB 1971); In re Fleet-Wing Corp., 122 USPQ 335 (TTAB 1959). The public at large, not only applicant's customers, recognize that applicant is the sole source for obtaining products with this distinctive trademark. To this end, attention is directed to the article located at <http://bakingbites.com/2009/01/chocolate-bar-brownie-pan>, which discusses brownie pans sold by Williams Sonoma, which touts the public recognition of the shape of the pans as one that looks like applicant's configuration trademark. The text reads, "Whether you're a fan of Hershey's chocolate bars or not, it's design is undeniably a classic confectionery icon." This same recognition is found on the website located at <http://www.chocolateysprinkles.com/2009/06/01/williams-sonoma/> with the following comment about the "chocolate bar brownie pan" that "It's like a Hershey's bar with individual brownies." Printouts of the relevant text from these sites are attached herewith. It is noted that applicant's famous HERSHEY'S trademark does not appear on the pans; rather, applicant's distinctive product design configuration alone leads consumers to recognize applicant's famous chocolate bar design. The applicant has established by this substantial evidence that the subject trademark has acquired distinctiveness as an indicator of source. Because the applicant has provided sufficient evidence to support its claim of acquired distinctiveness to successfully amend this application to Section 2(f), the configuration and functionality refusals should be withdrawn.

CONCLUSION

Applicant respectfully requests acceptance of the amendment of this application to Section 2(f) of the Principal Register, withdrawal of the functionality refusal, and approval for publication as soon as possible.

EVIDENCE SECTION

EVIDENCE FILE NAME(S)	
ORIGINAL PDF FILE	evi_168133237-143518912_.Affadavit_LBD_Misc_Design_Recessed_Rectangular_Panels.pdf
CONVERTED PDF FILE(S) (18 pages)	\\TICRS\EXPORT10\IMAGEOUT10\778\092\77809223\xml1\ROA0002.JPG
	\\TICRS\EXPORT10\IMAGEOUT10\778\092\77809223\xml1\ROA0003.JPG
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	\\TICRS\EXPORT10\IMAGEOUT10\778\092\77809223\xml1\ROA0019.JPG
DESCRIPTION OF EVIDENCE FILE	Affidavit of Lois B. Duquette with exhibits story boards showing promotion of design and third party chocolate bar configurations

ADDITIONAL STATEMENTS SECTION

SECTION 2(f) BASED ON EVIDENCE	The mark has become distinctive of the goods/services, as demonstrated by the attached evidence.
2(f) EVIDENCE FILE NAME(S)	
ORIGINAL PDF FILE	e2f-168133237-143518912 . Affidavit LBD Misc. Design Recessed Rectangular Panels.pdf
CONVERTED PDF FILE(S) (18 pages)	\\TICRS\EXPORT10\IMAGEOUT10\778\092\77809223\xml1\ROA0020.JPG
	\\TICRS\EXPORT10\IMAGEOUT10\778\092\77809223\xml1\ROA0021.JPG
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	\\TICRS\EXPORT10\IMAGEOUT10\778\092\77809223\xml1\ROA0037.JPG
SECTION 2(f)	The mark has become distinctive of the goods/services through the applicant's substantially exclusive and continuous use in commerce for at least the five years immediately before the date of this statement.
SIGNATURE SECTION	
DECLARATION SIGNATURE	/Lois B. Duquette/
SIGNATORY'S NAME	Lois B. Duquette
SIGNATORY'S POSITION	Assistant Secretary, Attorney of record, PA State bar member
DATE SIGNED	05/03/2010
RESPONSE SIGNATURE	/Lois B. Duquette/
SIGNATORY'S NAME	Lois B. Duquette
SIGNATORY'S POSITION	Assistant Secretary, Attorney of Record, PA state bar member
DATE SIGNED	05/03/2010
AUTHORIZED SIGNATORY	YES
FILING INFORMATION SECTION	
SUBMIT DATE	Mon May 03 14:54:56 EDT 2010
	USPTO/ROA-XXX.XXX.X.XX-20

TEAS STAMP

100503145456993827-778092
23-460bd969e2e28023498afb
65d08546e934-N/A-N/A-2010
0503143518912460

PTO Form 1957 (Rev 9/2005)
OMB No. 0651-0050 (Exp. 04/30/2011)

Response to Office Action

To the Commissioner for Trademarks:

Application serial no. **77809223** has been amended as follows:

ARGUMENT(S)

In response to the substantive refusal(s), please note the following:

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of :

HERSHEY CHOCOLATE & CONFECTIONERY : John Dwyer
CORPORATION : Trademark Attorney
: Law Office 116

Ser. No. 77/809,223

Filing Date: August 20, 2009 :

International Class: 30 :

Mark: Miscellaneous Design (Recessed Rectangular Panels):

RESPONSE TO OFFICIAL ACTION

This is in response to the official action dated November 24, 2009.

NO CONFLICTING MARKS

The applicant takes note of the fact that the examining attorney's search of the Office's database of registered and pending marks found no conflicting marks that would bar registration.

DESCRIPTION OF MARK

Please amend the description of the mark to the following:

The mark is a configuration of a candy bar that consists of twelve (12) equally-sized recessed rectangular panels arranged in a four panel by three panel format with each panel having its own raised border within a large rectangle.

REMARKS

The examining attorney has refused registration on the ground that this three-dimensional product design configuration is functional for the identified goods under Trademark Act Section 2(e)(5), 15 U.S.C. § 1052(e) (5), and on the ground that the proposed mark consists of a non-distinctive product design, and thus does not function as a mark under Trademark Act Sections 1, 2 and 45, 15 U.S.C. §§ 1051, 1052 and 1127.

Applicant disagrees with the examining attorney's conclusion and requests reconsideration. The examining attorney has not, but should, take into consideration the mark as a whole - the decorative design aspects of the mark clearly leads one to the conclusion that the mark is distinctive and nonfunctional. It has been held to be a violation of the anti-dissection rule to focus upon one feature of a mark, ignoring all other elements of the mark. *Massey Junior College, Inc. v. Fashion Institute of Technology*, 492 F.2d 1399, 181 USPQ 272 (CCPA 1981).

FUNCTIONALITY

The applicant's trademark is not functional. It is not essential to the use or purpose of the product. Its only function is to act as a source identifier. The evidence shows that applicant's specific product design provides no real utilitarian advantages to the user, but is one of many equally feasible, efficient and competitive designs. As a result, it is registrable.

Does the applied-for mark consist of a functional configuration for candy and chocolate? This determination is a question of fact, which depends upon the totality of the evidence presented in each particular case. *Traffix Devices, Inc. v. Marketing Displays, Inc.*, 532 U.S. 23, 58 USPQ2d 1001, 1005 (2001). See also *In re Morton-Norwich Products, Inc.*, 671 F.2d 1332, 213 USPQ 9 (CCPA 1982); *In re American National*

Can Co., 41 USPQ2d 1841 (TTAB 1997); *In re Honeywell Inc.*, 8 USPQ2d 1600 (TTAB 1988); and *In re Weber-Stephen Products Co.*, 3 USPQ2d 1659 (TTAB 1987).

The factors set out in the Morton-Norwich analysis of the issue of functionality, which we will address individually, are still controlling, namely, 1) the existence of a utility patent that discloses the utilitarian advantages of the design sought to be registered; 2) any advertising by the applicant that touts the utilitarian advantages of the design; 3) facts pertaining to the availability of alternative designs; and 4) facts pertaining to whether the design results from a comparatively simple or inexpensive method of manufacture.

1) THE EXISTENCE OF A UTILITY OR DESIGN PATENT

Applicant does not own a utility or design patent or patent application, including expired patent and abandoned patent applications for the applied-for-mark. Under this Morton-Norwich factor, the applied-for-mark is not functional.

2) ADVERTISING BY APPLICANT THAT TOUTS ANY UTILITARIAN ADVANTAGES OF THE DESIGN

Applicant does not and has not distributed any advertising materials that promote the applied-for-mark as having any utilitarian advantages over any other configuration design. Applicant's mark is used solely as a source indicator and does not have any utilitarian purpose that shows its product has a particular shape because it works better in that shape. For that matter, Applicant produces and sells candy and chocolates in many different and well known shapes such as its famous HERSHEY'S KISSES candies and its REESE'S candies. There is nothing in the record to support a refusal of applicant's design under this Morton-Norwich factor.

3) AVAILABILITY OF ALTERNATIVE DESIGNS

The third factor of the Morton-Norwich test considers the availability to competitors of feasible alternative designs - i.e., whether the product design configuration is superior to other designs. When confronted with a novel configuration trademark, the decision-maker is compelled to focus upon whether exclusive use of this claimed feature "would put competitors at a significant non-reputation based disadvantage." *Qualitex Co. v. Jacobson Prods. Co.*, 514 U.S. 159, 165, 34 uspq2d 1161, 1164 (1995). There is nothing in the record to support a refusal of applicant's design under this Morton-Norwich factor.

In fact, the research conducted by the examining attorney and the evidence that he uncovered clearly points to the conclusion that applicant's configuration is unique and stands apart from the numerous examples of shapes and sizes that are available to its competitors. None of the competitor examples identified by the examining attorney embodies the same features or combination of features as applicant's configuration. The "Ritter Sport Milk Chocolate with Whole Hazelnuts" comes in a square shaped, molded milk chocolate bar with 16 small square segments - each embossed with the Ritter Sport logo. "Starz Nougat Praline" is a solid molded bar with six segments. Dagoba Organic Chocolate is a 10-segment molded chocolate bar. Kingsbury Chocolates Nib is a 28 segment molded bar. None of these configurations are similar to the applicant's distinctive configuration, which consists of a specific design of twelve raised segments oriented in a 3x4 rectangular grid in a particular, with each segment's dimensions of similar proportions to the proportions of the overall rectangular grid. To the contrary, these examples and numerous other chocolate bars are offered with (1) different overall shapes; (2) a different number of segments; (3) a different layout of segments (i.e. 4x4, 2x3, etc.); (4) segments and/or bar shapes of different proportions; and/or (5) no segments at all. Moreover, the lack of any similar competing designs in the record suggests that the applied-for design is not functional.

Candy and chocolates come in numerous shapes (squares, circles, cones, rectangles, triangles). The possibilities are endless. These shapes come with any number of fanciful markings and indentations. As a matter of fact, candies and chocolates can be eaten in any size bite. It all depends on the person lucky enough to be eating them.

After analyzing the Morton-Norwich factors, it is clear that applicant's configuration product design mark is not functional.

ACQUIRED DISTINCTIVENESS - SECTION 2(f)

Applicant has requested amendment of this application to Section 2(f) on the Principal Register. Applicant's mark has acquired distinctiveness as a source indicator for the applicant's goods in commerce. Applicant's three-dimensional mark comprises a distinctive product design.

A term (or design) may, through usage by one producer with reference to his product, acquire a special significance so that to the consuming public the term has come to mean that that particular manufacturer produces the product. 1 Nims, Unfair Competition and Trademarks at §37 (1947). The primary significance of the distinctive product design in the minds of the consuming public is the fact that the applicant is the source of the product.

The ultimate test in determining whether a designation has acquired distinctiveness is applicant's success, rather than its efforts, in educating the public to associate the proposed mark with a single source. Public association of a trademark with a certain source and quality of goods is most often achieved through the dual channels of actual sales and advertising. The applicant has spent a considerable amount on nationwide advertising, which has resulted in a considerable volume of sales to its consumers. This extensive advertising has resulted in creating secondary meaning in, not only its buyers' minds, but in the mind of the general public. Because the applicant has featured its distinctive mark as an important trademark in its advertising, it is a logical inference that buyers and viewers of the advertising have come to associate the trademark with applicant. *In re Data Packaging Corp.*, 453 F.2d 1300, 172 USPQ 396 (CCPA 1972).

In order to meet its prima facie burden on the non-distinctiveness refusal, the U.S. Patent and Trademark Office must, at a minimum, set forth a "reasonable predicate" for its position of non-distinctiveness. *In re Pacer Technology*, 338 F.3d 1348, 67 USPQ2D 1629, 1632 (Fed. Cir. 2003). The Trademark Examining Attorney has not met this burden. There is no evidence that any third parties are using similarly-shaped configurations. There are significant differences between each of the examples made of record by the examining attorney with applicant's distinctive product design.

In support of the applicant's claim of acquired distinctiveness, you will find the attached Declaration by Lois B. Duquette, who offers the following evidence:

- 1) the applied-for design has been in use by Hershey since 1968;
- 2) sales of products identified by this distinct trademark have exceeded four billion dollars in the past twelve years; and
- 3) applicant's licensee has spent in excess of 186 million dollars in advertising materials in the past twenty-four years, which may be found in national publications and over the television airwaves, which promote the applicant's distinctive product configuration.

To establish secondary meaning, an applicant must show that, in the minds of the public, the primary significance of a product feature or term is to identify the source of the product rather than the product itself." Inwood Laboratories, Inc. v. Ives Laboratories, Inc., 456 U.S. 844, 851 N. 11, 214 USPQ 1, 4 n. 11 (1982). The issue is whether acquired distinctiveness of the mark in relation to the goods or services has in fact been established in the minds of the purchasing public. In re Reden Laboratories, Inc., 170 USPQ 526(TTAB 1971); In re Fleet-Wing Corp., 122 USPQ 335 (TTAB 1959). The public at large, not only applicant's customers, recognize that applicant is the sole source for obtaining products with this distinctive trademark. To this end, attention is directed to the article located at <http://bakingbites.com/2009/01/chocolate-bar-brownie-pan>, which discusses brownie pans sold by Williams Sonoma, which touts the public recognition of the shape of the pans as one that looks like applicant's configuration trademark. The text reads, "Whether you're a fan of Hershey's chocolate bars or not, it's design is undeniably a classic confectionery icon." This same recognition is found on the website located at <http://www.chocolateysprinkles.com/2009/06/01/williams-sonoma/> with the following comment about the "chocolate bar brownie pan" that "It's like a Hershey's bar with individual brownies." Printouts of the relevant text from these sites are attached herewith. It is noted that applicant's famous HERSHEY'S trademark does not appear on the pans; rather, applicant's distinctive product design configuration alone leads consumers to recognize applicant's famous chocolate bar design. The applicant has established by this substantial evidence that the subject trademark has acquired distinctiveness as an indicator of source. Because the applicant has provided sufficient evidence to support its claim of acquired distinctiveness to successfully amend this application to Section 2(f), the configuration and functionality refusals should be withdrawn.

CONCLUSION

Applicant respectfully requests acceptance of the amendment of this application to Section 2(f) of the Principal Register, withdrawal of the functionality refusal, and approval for publication as soon as possible.

EVIDENCE

Evidence in the nature of Affidavit of Lois B. Duquette with exhibits story boards showing promotion of design and third party chocolate bar configurations has been attached.

Original PDF file:

[evi_168133237-143518912_ . Affidavit LBD Misc. Design Recessed Rectangular Panels.pdf](#)

Converted PDF file(s) (18 pages)

[Evidence-1](#)

[Evidence-2](#)

[Evidence-3](#)

[Evidence-4](#)

[Evidence-5](#)

[Evidence-6](#)

[Evidence-7](#)

[Evidence-8](#)

[Evidence-9](#)

[Evidence-10](#)

[Evidence-11](#)

[Evidence-12](#)

[Evidence-13](#)

[Evidence-14](#)

[Evidence-15](#)

[Evidence-16](#)

[Evidence-17](#)

[Evidence-18](#)

ADDITIONAL STATEMENTS

Section 2(f), based on Evidence

The mark has become distinctive of the goods/services, as demonstrated by the attached evidence.

Original PDF file:

[e2f-168133237-143518912_ . Affidavit LBD Misc. Design Recessed Rectangular Panels.pdf](#)

Converted PDF file(s) (18 pages)

[2\(f\) evidence-1](#)

[2\(f\) evidence-2](#)

[2\(f\) evidence-3](#)

[2\(f\) evidence-4](#)

[2\(f\) evidence-5](#)

[2\(f\) evidence-6](#)
[2\(f\) evidence-7](#)
[2\(f\) evidence-8](#)
[2\(f\) evidence-9](#)
[2\(f\) evidence-10](#)
[2\(f\) evidence-11](#)
[2\(f\) evidence-12](#)
[2\(f\) evidence-13](#)
[2\(f\) evidence-14](#)
[2\(f\) evidence-15](#)
[2\(f\) evidence-16](#)
[2\(f\) evidence-17](#)
[2\(f\) evidence-18](#)

Section 2(f), based on Use

The mark has become distinctive of the goods/services through the applicant's substantially exclusive and continuous use in commerce for at least the five years immediately before the date of this statement.

SIGNATURE(S)

Declaration Signature

If the applicant is seeking registration under Section 1(b) and/or Section 44 of the Trademark Act, the applicant has had a bona fide intention to use or use through the applicant's related company or licensee the mark in commerce on or in connection with the identified goods and/or services as of the filing date of the application. 37 C.F.R. Secs. 2.34(a)(2)(i); 2.34 (a)(3)(i); and 2.34(a)(4)(ii); and/or the applicant has had a bona fide intention to exercise legitimate control over the use of the mark in commerce by its members. 37 C.F. R. Sec. 2.44. If the applicant is seeking registration under Section 1(a) of the Trademark Act, the mark was in use in commerce on or in connection with the goods and/or services listed in the application as of the application filing date or as of the date of any submitted allegation of use. 37 C.F.R. Secs. 2.34(a)(1)(i); and/or the applicant has exercised legitimate control over the use of the mark in commerce by its members. 37 C.F.R. Sec. 244. The undersigned, being hereby warned that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. Section1001, and that such willful false statements may jeopardize the validity of the application or any resulting registration, declares that he/she is properly authorized to execute this application on behalf of the applicant; he/she believes the applicant to be the owner of the trademark/service mark sought to be registered, or, if the application is being filed under 15 U.S.C. Section1051(b), he/she believes applicant to be entitled to use such mark in commerce; to the best of his/her knowledge and belief no other person, firm, corporation, or association has the right to use the mark in commerce, either in the identical form thereof or in such near resemblance thereto as to be likely, when used on or in connection with the goods/services of such other person, to cause confusion, or to cause mistake, or to deceive; that if the original application was submitted unsigned, that all statements in the original application and this submission made of the declaration signer's knowledge are true; and all statements in the original application and this submission made on information and belief are believed to be true.

Signature: /Lois B. Duquette/ Date: 05/03/2010

Signatory's Name: Lois B. Duquette

Signatory's Position: Assistant Secretary, Attorney of record, PA State bar member

Response Signature

Signature: /Lois B. Duquette/ Date: 05/03/2010

Signatory's Name: Lois B. Duquette

Signatory's Position: Assistant Secretary, Attorney of Record, PA state bar member

The signatory has confirmed that he/she is an attorney who is a member in good standing of the bar of the highest court of a U.S. state, which includes the District of Columbia, Puerto Rico, and other federal territories and possessions; and he/she is currently the applicant's attorney or an associate thereof; and to the best of his/her knowledge, if prior to his/her appointment another U.S. attorney or a Canadian attorney/agent not currently associated with his/her company/firm previously represented the applicant in this matter: (1) the applicant has filed or is concurrently filing a signed revocation of or substitute power of attorney with the USPTO; (2) the USPTO has granted the request of the prior representative to withdraw; (3) the applicant has filed a power of attorney appointing him/her in this matter; or (4) the applicant's appointed U.S. attorney or Canadian attorney/agent has filed a power of attorney appointing him/her as an associate attorney in this matter.

Serial Number: 77809223

Internet Transmission Date: Mon May 03 14:54:56 EDT 2010

TEAS Stamp: USPTO/ROA-XXX.XXX.X.XX-20100503145456993

827-77809223-460bd969e2e28023498afb65d08

546e934-N/A-N/A-20100503143518912460

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of :
HERSHEY CHOCOLATE & CONFECTIONERY :
CORPORATION :
Ser. No. 77/809,223 : John Dwyer
Filing Date: August 20, 2009 : Trademark Attorney
International Class: 30 : Law Office 116
Mark: Miscellaneous Design (Recessed Rectangular Panels)

DECLARATION OF ACQUIRED DISTINCTIVENESS

Lois B. Duquette declares:

- (a) that she is Assistant Secretary of applicant corporation and is authorized to execute this Declaration on behalf of said corporation, and
- (b) that applicant's predecessor in interest commenced use of its product design trademark in connection with its candy and chocolate at least as early as December 31, 1968, and that such use has been continuous since that time, and
- (c) that applicant is not aware that its product design trademark has been used by any other entity in connection with candy or chocolates, and

- (d) that sales under license of products identified by this trademark are substantial and sales have reached over four billion dollars in the last twelve years, and
- (e) that applicant's licensee's advertising costs in connection with this product are substantial and the costs have exceeded 186 million dollars over the last twenty four years, and
- (f) that the applicant has acquired a great deal of good will in this product design trademark through the use of its trademark in association with its products, and
- (g) that promotional pieces depicting the product design trademark have appeared as inserts in numerous national publications, and
- (h) that examples of the story board for commercials showing applicant's distinctive product design have appeared on national television are attached as Exhibits 1, 2 and 3, and
- (i) that pictures of milk chocolate bars molded into a variety of configurations are attached as Exhibit 4;
- (j) that applicant is aware of and has taken steps to stop others that have, without permission, offered non-candy products, such as baking pans, that are in the distinctive shape of the HERSHEY'S chocolate bar, and
- (k) that all statements made on his/her own knowledge are true and that all statements made on information and belief are believed to be true and, further, these statements are made with knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false

statements may jeopardize the validity of the application or any registration resulting therefrom.

The Hershey Chocolate and Confectionery Corporation

Date: 5/3/10

By: Lois B. Duquette

LOIS B. DUQUETTE
Assistant Secretary

Exhibit 1

Ogilvy & Mather

2 East 48th Street, New York 10017

Client: HERSHEY CORPORATION
Product: MR. GOODBAR
Title: "PEANUTS & CHOCOLATE"
Comm'l No.: XHKG1013 (:30C)



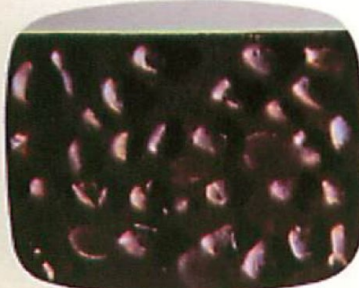
TEEN-AGE VOICE: This is a big fat crunchy Mr. Goodbar peanut.



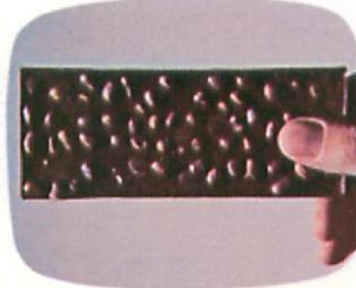
When you take dozens of them and surround them with chocolate,



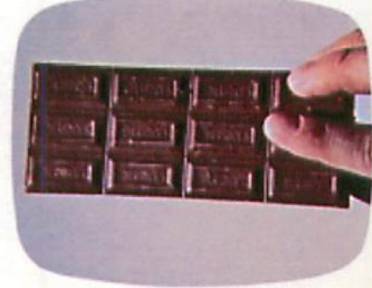
you've got to make sure...



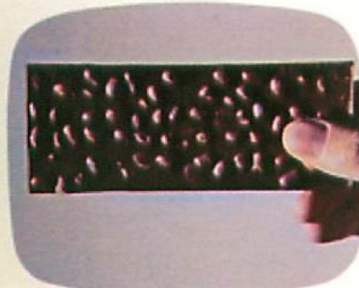
the chocolate taste doesn't get lost in the peanut taste.



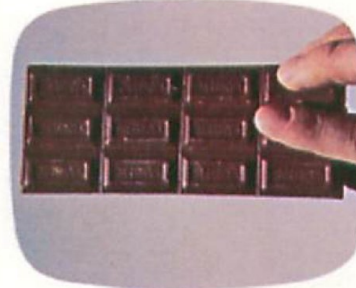
They make sure — with Mr. Goodbar.



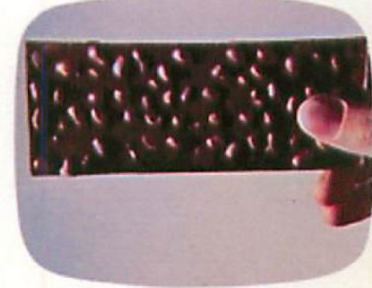
They use a special chocolate — Hershey's chocolate...



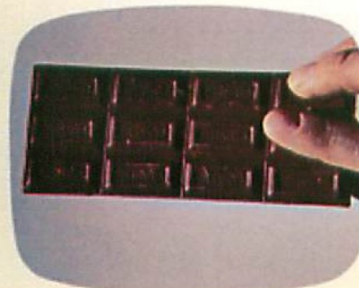
to go with all those peanuts.



And you know how chocolatey that is.



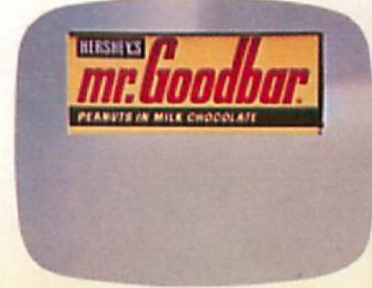
Big fat crunchy peanuts.



Chocolatey Hershey's chocolate.



So with Mr. Goodbar...



the chocolate taste doesn't get lost in the peanut taste. Mmmmm.

Exhibit 2

Ogilvy & Mather

2 East 48th Street, New York 10017

Client: HERSHEY CORPORATION

Product: MILK CHOCOLATE

Title: "ANIMATED FACES"

Commercial No.: OM27-0113-60C



MUSIC: INTRO
SINGER: There's nothing like
the face...



of a kid eating a Hershey bar.



There's nothing like it you'll
ever see.



A face as happy as it can be.



There's nothing like the face
of a kid...



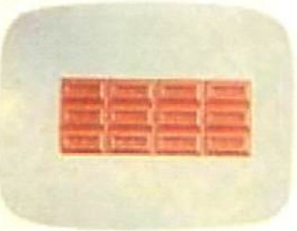
When he's munchin' on the great-
est taste around.



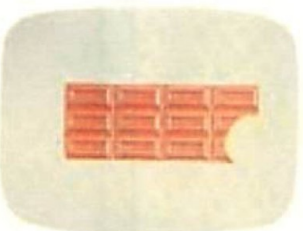
Hershey—the great American
chocolate bar.
ANNCR (VO): The Hershey bar.



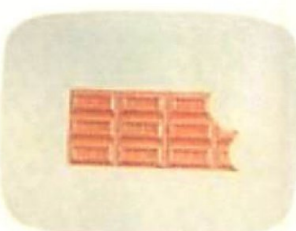
It's got something no other
chocolate bar has.



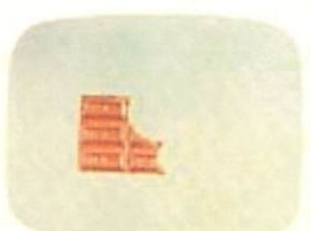
Hershey's chocolate.



Pure milk chocolate.



That's why no other chocolate
bar tastes...



quite like a Hershey bar,
Hershey—



The Great American Chocolate
Bar.



SINGER: There's nothing like
the face of a kid...



When he's munchin' on the great-
est taste around.



Hershey—the Great American
Chocolate Bar.

Exhibit 3

Ogilvy & Mather

2 East 48th Street, New York, 10017

Client: HERSHEY CORPORATION
Product: MR. GOODBAR
Title: "MAGICIAN"
Comm'l No.: XHKG5033 (:30C)



(SILENT)



SFX: (MUSIC IN — UNDER & THROUGHOUT)
SINGER: (VO): Oh, Mr. Goodbar.
Your chocolate taste . . .



doesn't get lost in the peanut taste.



Because you're packed with peanuts.



And Hershey's chocolate.



Lots of peanuts.



And Hershey's chocolate.



Munchy peanuts.



And Hershey's chocolate.



Crunchy peanuts.



And Hershey's chocolate.



Mr. Goodbar,



your chocolate taste doesn't get lost . . .



in the peanut taste.

Exhibit 4

























IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of :
HERSHEY CHOCOLATE & CONFECTIONERY :
CORPORATION :
Ser. No. 77/809,223 : John Dwyer
Filing Date: August 20, 2009 : Trademark Attorney
International Class: 30 : Law Office 116
Mark: Miscellaneous Design (Recessed Rectangular Panels)

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- (c) that applicant is not aware that its product design trademark has been used by any other entity in connection with candy or chocolates, and

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- (e) that applicant's licensee's advertising costs in connection with this product are substantial and the costs have exceeded 186 million dollars over the last twenty four years, and
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- (h) that examples of the story board for commercials showing applicant's distinctive product design have appeared on national television are attached as Exhibits 1, 2 and 3, and
- (i) that pictures of milk chocolate bars molded into a variety of configurations are attached as Exhibit 4;
- (j) that applicant is aware of and has taken steps to stop others that have, without permission, offered non-candy products, such as baking pans, that are in the distinctive shape of the HERSHEY'S chocolate bar, and
- (k) that all statements made on his/her own knowledge are true and that all statements made on information and belief are believed to be true and, further, these statements are made with knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false

statements may jeopardize the validity of the application or any registration resulting therefrom.

The Hershey Chocolate and Confectionery Corporation

Date: 5/3/10

By: Lois B. Duquette

LOIS B. DUQUETTE
Assistant Secretary

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Ogilvy & Mather

2 East 48th Street, New York 10017

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Product: MR. GOODBAR
Title: "PEANUTS & CHOCOLATE"
Comm'l No.: XHKG1013 (:30C)



TEEN-AGE VOICE: This is a big fat crunchy Mr. Goodbar peanut.



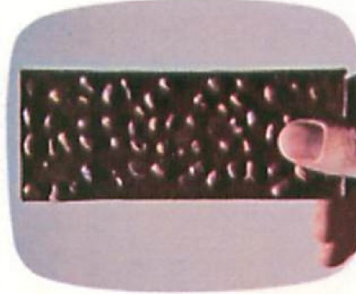
When you take dozens of them and surround them with chocolate,



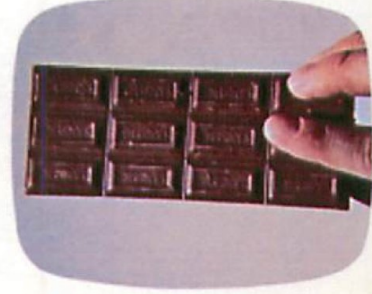
you've got to make sure...



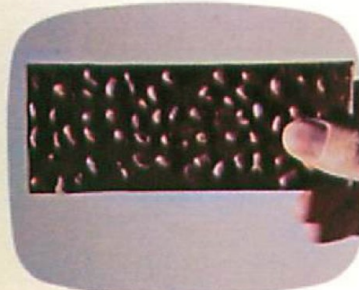
the chocolate taste doesn't get lost in the peanut taste.



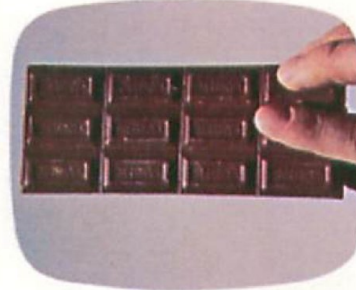
They make sure — with Mr. Goodbar.



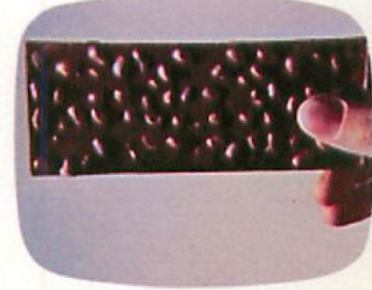
They use a special chocolate — Hershey's chocolate...



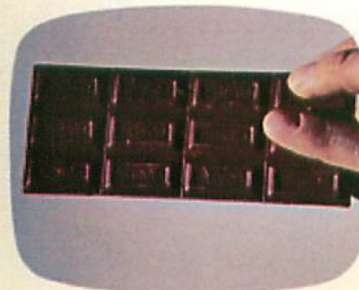
to go with all those peanuts.



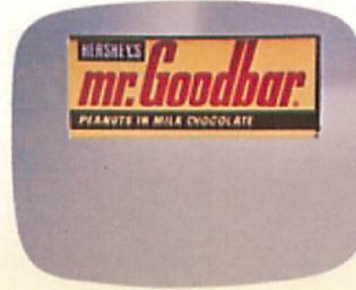
And you know how chocolatey that is.



Big fat crunchy peanuts.



Chocolatey Hershey's chocolate.



So with Mr. Goodbar...



the chocolate taste doesn't get lost in the peanut taste. Mmmmm.

Exhibit 2

Ogilvy & Mather

2 East 48th Street, New York 10017

Client: HERSHEY CORPORATION

Product: MILK CHOCOLATE

Title: "ANIMATED FACES"

Commercial No.: OM27-0113-60C



MUSIC: INTRO
SINGER: There's nothing like
the face...



of a kid eating a Hershey bar.



There's nothing like it you'll
ever see.



A face as happy as it can be.



There's nothing like the face
of a kid...



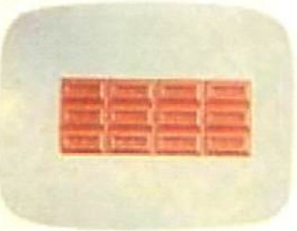
When he's munchin' on the great-
est taste around.



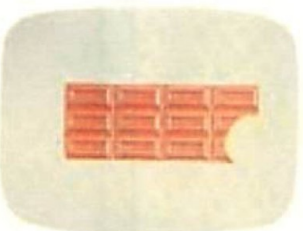
Hershey—the great American
chocolate bar.
ANNCR (VO): The Hershey bar.



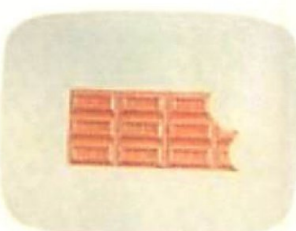
It's got something no other
chocolate bar has.



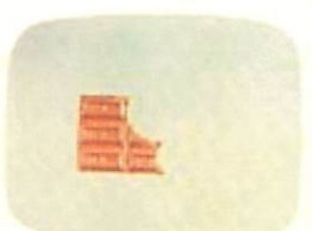
Hershey's chocolate.



Pure milk chocolate.



That's why no other chocolate
bar tastes...



quite like a Hershey bar,
Hershey—



The Great American Chocolate
Bar.



SINGER: There's nothing like
the face of a kid...



When he's munchin' on the great-
est taste around.



Hershey—the Great American
Chocolate Bar.

Exhibit 3

Ogilvy & Mather

2 East 48th Street, New York, 10017

Client: HERSHEY CORPORATION
 Product: MR. GOODBAR
 Title: "MAGICIAN"
 Comm'l No.: XHKG5033 (:30C)



(SILENT)



SFX: (MUSIC IN — UNDER & THROUGHOUT)
 SINGER: (VO): Oh, Mr. Goodbar.
 Your chocolate taste . . .



doesn't get lost in the peanut taste.



Because you're packed with peanuts.



And Hershey's chocolate.



Lots of peanuts.



And Hershey's chocolate.



Munchy peanuts.



And Hershey's chocolate.



Crunchy peanuts.



And Hershey's chocolate.



Mr. Goodbar,

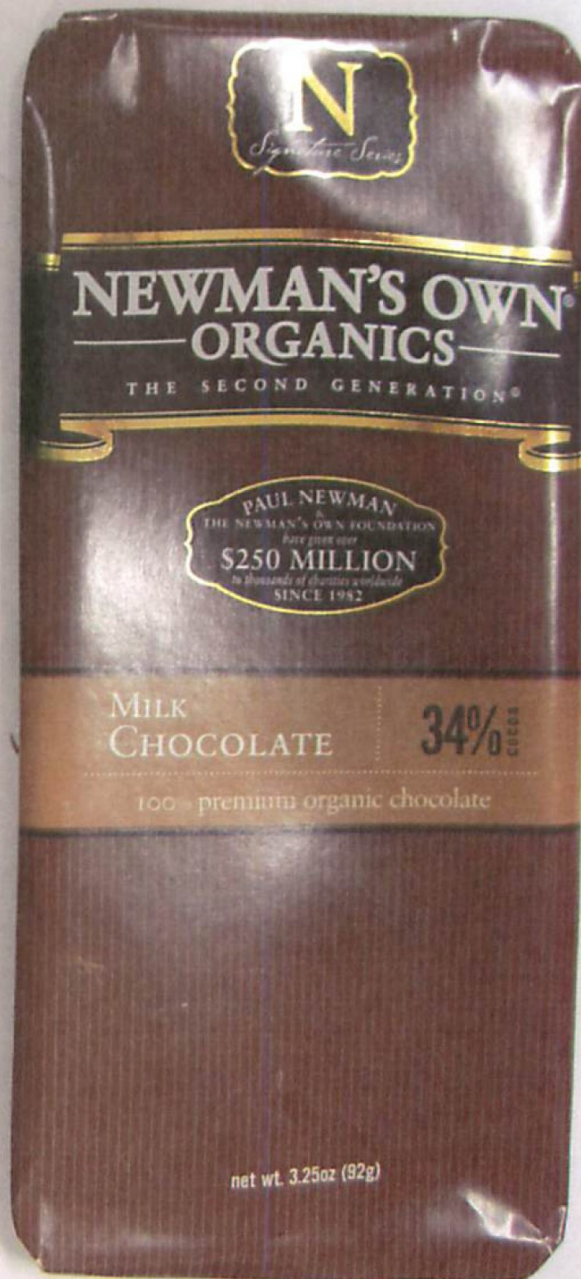


your chocolate taste doesn't get lost . . .



in the peanut taste.

Exhibit 4

























To: Hershey Chocolate & Confectionery Corpor ETC. (lduquette@hersheys.com)

Subject: U.S. TRADEMARK APPLICATION NO. 77809223 - N/A

Sent: 11/24/2009 11:05:39 AM

Sent As: ECOM116@USPTO.GOV

Attachments: [Attachment - 1](#)
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THE HERSHEY COMPANY
100 CRYSTAL A DR
HERSHEY, PA 17033-9524**RESPOND TO THIS ACTION:**<http://www.uspto.gov/teas/eTEASpageD.htm>**GENERAL TRADEMARK INFORMATION:**<http://www.uspto.gov/main/trademarks.htm>**APPLICANT:** Hershey Chocolate & Confectionery
Corpor ETC.**CORRESPONDENT'S REFERENCE/DOCKET NO :**

N/A

CORRESPONDENT E-MAIL ADDRESS:

lduquette@hersheys.com

OFFICE ACTION

TO AVOID ABANDONMENT, THE OFFICE MUST RECEIVE A PROPER RESPONSE TO THIS OFFICE ACTION WITHIN 6 MONTHS OF THE ISSUE/MAILING DATE.

ISSUE/MAILING DATE: 11/24/2009

The referenced application has been reviewed by the assigned trademark examining attorney. Applicant must respond timely and completely to the issue(s) below. 15 U.S.C. §1062(b); 37 C.F.R. §§2.62(a), 2.65(a); TMEP §§711, 718.03.

SEARCH OF OFFICE'S DATABASE OF MARKS

The trademark examining attorney has searched the Office's database of registered and pending marks and has found no conflicting marks that would bar registration under Trademark Act Section 2(d). TMEP §704.02; *see* 15 U.S.C. §1052(d).

FUNCTIONAL

Registration is refused because the applied-for mark, which consists of a three-dimensional configuration of the goods, appears to be a functional design for such goods. Trademark Act Section 2(e)(5), 15 U.S.C. §1052(e)(5); *see* TMEP §1202.02(a)-(a)(ii). A feature is functional if it is “essential to the use or purpose of the [product]” or “it affects the cost or quality of the [product].” *TrafFix Devices, Inc. v. Mktg. Displays, Inc.*, 532 U.S. 23, 33, 58 USPQ2d 1001, 1006 (2001); *Qualitex Co. v. Jacobson Prods. Co.*, 514 U.S. 159, 165, 34 USPQ2d 1161, 1163-64 (1995); TMEP §1202.02(a)(iii)(A).

Specifically, the shaping of the candy bar into equal sized pieces functions to enable consumers to break the candy into bite-sized pieces. (See attachments).

A mark that consists of a three-dimensional configuration of a product or its packaging is functional, and thus unregistrable, when the evidence shows that the design provides identifiable utilitarian advantages to the user; i.e., the product or container “has a particular shape because it works better in [that] shape.” *Valu Eng’g, Inc. v. Rexnord Corp.*, 278 F.3d 1268, 1274, 61 USPQ2d 1422, 1425 (Fed. Cir. 2002) (internal punctuation and citation omitted); *see* TMEP §1202.02(a)(iii)(A).

The evidence need not establish that the configuration at issue is the very best design for the particular product or product packaging. A configuration can be held functional when the evidence shows that it provides a specific utilitarian advantage that makes it one of a few superior designs available. *See In re Bose Corp.*, 772 F.2d 866, 227 USPQ 1 (Fed. Cir. 1985) (holding shape of a loudspeaker system enclosure functional because it conforms to the shape of the sound matrix and is thereby an efficient and superior design); *In re Am. Nat’l Can Co.*, 41 USPQ2d 1841 (TTAB 1997) (holding metal beverage containers with vertical fluting functional because vertical fluting is one of a limited number of ways to strengthen can sidewalls and it allows for an easier way to grip and hold the can); TMEP §1202.02(a)(v), (a)(v)(C).

On the other hand, where the evidence shows that the specific product or container configuration at issue provides no real utilitarian advantages to the user, but is one of many equally feasible, efficient and competitive designs, then it may be registrable. *See In re Morton-Norwich Prods., Inc.*, 671 F.2d 1332, 213 USPQ 9 (C.C.P.A. 1982). However, a product configuration cannot be registered on the Principal Register without a showing of acquired distinctiveness. *See Wal-Mart Stores, Inc. v. Samara Bros., Inc.*, 529 U.S. 205, 54 USPQ2d 1065 (2000); TMEP §1202.02(b)-(b)(i).

A determination that an applied-for configuration mark is functional constitutes an absolute bar to registration on the Principal or Supplemental Registers, regardless of any evidence of acquired distinctiveness. Trademark Act Sections 2(e)(5) and 23(c), 15 U.S.C. §§1052(e)(5), 1091(c); *see TrafFix Devices, Inc. v. Mktg. Displays, Inc.*, 532 U.S. 23, 29, 58 USPQ2d 1001, 1006 (2001); *In re Controls Corp. of Am.*, 46 USPQ2d 1308, 1311 (TTAB 1998); TMEP §1202.02(a)(iii)(A).

NONDISTINCTIVE CONFIGURATION

Registration is also refused because the applied-for mark consists of a nondistinctive product design or nondistinctive features of a product design that is not registrable on the Principal Register without sufficient proof of acquired distinctiveness. Trademark Act Sections 1, 2 and 45, 15 U.S.C. §§1051-1052, 1127; *Wal-Mart Stores, Inc. v. Samara Bros., Inc.*, 529 U.S. 205, 210, 213-14, 54 USPQ2d 1065, 1068-69 (2000); *In re Slokevege*, 441 F.3d 957, 961, 78 USPQ2d 1395, 1398 (Fed. Cir. 2006); *see* TMEP §1202.02(b)(i).

In this case, the applied-for mark is not inherently distinctive because shaping candy bars so that they may be broken into equal bite-sized pieces is common. The applicant’s claim of acquired distinctiveness is insufficient. (See attachments).

In response to this refusal, applicant may submit evidence that the applied-for mark has acquired distinctiveness under Trademark Act Section 2(f) by submitting examples of advertising and promotional materials that specifically promote the applied-for mark as a trademark in the United States, dollar figures for advertising devoted to such promotion, dealer and consumer statements of recognition of the applied-for mark as a trademark, and any other evidence that establishes recognition of the matter as a mark for the goods. *See* 37 C.F.R. §2.41(a); TMEP §§1212.06 *et seq.* The evidence must relate to the promotion and recognition of the specific configuration embodied in the applied-for mark and not to the goods in general. *See, e.g., In re ic! berlin brillen GmbH*, 85 USPQ2d 2021, 2023 (TTAB 2008); *In re Edward Ski Prods. Inc.*, 49 USPQ2d 2001, 2005 (TTAB 1999); *In re Pingel Enter. Inc.*, 46 USPQ2d 1811, 1822 (TTAB 1998).

In determining whether the applied-for mark has acquired distinctiveness, the following factors are generally considered: (1) length and exclusivity of use of the mark in the United States by applicant; (2) the type, expense and amount of advertising of the mark in the United States; and (3) applicant’s efforts in the United States to associate the mark with the source of the goods, such as in unsolicited media coverage and consumer studies. *See In re Steelbuilding.com*, 415 F.3d 1293, 1300, 75 USPQ2d 1420, 1424 (Fed. Cir. 2005). A showing of acquired distinctiveness need not consider all of these factors, and no single factor is determinative. *Id.*; *see* TMEP §§1212.06 *et seq.*

In establishing acquired distinctiveness, applicant may not rely on use other than use in commerce that may be regulated by the United States Congress. Use solely in a foreign country or between two foreign countries is not evidence of acquired distinctiveness in the United States. *In re Rogers*, 53 USPQ2d 1741, 1746 (TTAB 1999); TMEP §§1010, 1212.08.

An applicant bears the burden of proving that a mark has acquired distinctiveness. *See Yamaha Int'l Corp. v. Hoshino Gakki Co.*, 840 F.2d 1572, 1578-79, 6 USPQ2d 1001, 1006 (Fed. Cir. 1988); *In re Meyer & Wenthe, Inc.*, 267 F.2d 945, 949, 122 USPQ 372, 374-75 (C.C.P.A. 1959); TMEP §1212.01.

An applicant can present any competent evidence to establish that a mark has acquired distinctiveness. The amount and type of evidence required to establish acquired distinctiveness depends on the facts of each case and particularly on the nature of the mark sought to be registered. *See In re Owens-Corning Fiberglas Corp.*, 774 F.2d 1116, 1125, 227 USPQ 417, 422 (Fed. Cir. 1985); TMEP §1212.01.

--REQUEST FOR INFORMATION

Applicant must provide the following information and documentation regarding the applied-for three-dimensional configuration mark:

- (1) A written statement as to whether the applied-for mark is or has been the subject of a design or utility patent or patent application, including expired patents and abandoned patent applications. Applicant must also provide copies of the patent and/or patent application documentation.;
- (2) Advertising, promotional and/or explanatory materials concerning the applied-for configuration mark, particularly materials specifically related to the design feature(s) embodied in the applied-for mark.;
- (3) A written explanation and any evidence as to whether there are alternative designs available for the feature(s) embodied in the applied-for mark, and whether such alternative designs are equally efficient and/or competitive. Applicant must also provide a written explanation and any documentation concerning similar designs used by competitors.;
- (4) A written statement as to whether the product design or packaging design at issue results from a comparatively simple or inexpensive method of manufacture in relation to alternative designs for the product/container. Applicant must also provide information regarding the method and/or cost of manufacture relating to applicant's goods.;
- (5) Any other evidence that applicant considers relevant to the registrability of the applied-for configuration mark.

See 37 C.F.R. §2.61(b); *In re Morton-Norwich Prods., Inc.*, 671 F.2d 1332, 1340-41, 213 USPQ 9, 15-16 (C.C.P.A. 1982); TMEP §§1202.02(a)(v) *et seq.*

With regard to this requirement for information, the Trademark Trial and Appeal Board and its appeals court have recognized that the necessary technical information for *ex parte* determinations regarding functionality is usually more readily available to an applicant, and thus the applicant will normally be the source of much of the evidence in these cases. *In re Teledyne Indus. Inc.*, 696 F.2d 968, 971, 217 USPQ 9, 11 (Fed. Cir. 1982); *see In re Babies Beat Inc.*, 13 USPQ2d 1729, 1731 (TTAB 1990) (holding registration was properly refused where applicant failed to comply with trademark examining attorney's request for copies of patent applications and other patent information); TMEP §1202.02(a)(v).

DESCRIPTION OF CONFIGURATION MARK

Applicant has applied for a three-dimensional mark; however, applicant did not include a complete description of the mark in the application. Specifically, the description does not indicate that the mark is a configuration of the goods. Therefore, applicant must provide an amended clear and concise description of the mark that (1) indicates that the mark is a configuration of the goods or their packaging or a specific design feature of the goods or packaging, and (2) describes in detail the features that applicant claims as its mark. *See* 37 C.F.R. §§2.37, 2.52(b)(2); *In re Famous Foods, Inc.*, 217 USPQ 177, 178 (TTAB 1983); TMEP §§807.10, 1202.02(c)(ii).

If the drawing includes broken lines to indicate placement of the mark, or matter not claimed as part of the mark, the description should include a statement indicating that the matter shown in broken lines is not part of the mark and serves only to show the position or placement of the mark. 37 C.F.R. §2.52(b)(4); TMEP §§807.08, 1202.02(c)(ii).

The applicant may amend the description to the following, if accurate: The mark is a configuration of a candy bar that consists of twelve (12) equally-sized recessed rectangular panels arranged in a four panel by three panel format with each panel having its own raised border within a large rectangle.

online using the reduced-fee TEAS Plus application must submit certain documents electronically. In addition, such applicants must accept correspondence from the Office via e-mail throughout the examination process and maintain a valid e-mail address. 37 C.F.R. §§2.23(a), (b); TMEP §§819, 819.02(a), (b). Failure to do so will incur an additional fee of \$50 per class of goods and/or services. 37 C.F.R. §2.6(a)(1)(iv); TMEP §819.04.

Therefore, applicant must submit the following documents using the Trademark Electronic Application System (TEAS) at <http://www.uspto.gov/teas/index.html>: (1) responses to Office actions; (2) preliminary amendments; (3) changes of correspondence address; (4) changes of owner's address; (5) appointments and revocations of power of attorney; (6) appointments and revocations of domestic representative; (7) amendments to allege use; (8) statements of use; (9) requests for extension of time to file a statement of use; and (10) requests to delete a Trademark Act Section 1(b) basis. If applicant files any of these documents on paper instead of via TEAS, then applicant must also submit the \$50 per class fee. 37 C.F.R. §§2.6(a)(1)(iv), 2.23(a)(1); TMEP §§819.02(b), 819.04. Telephone responses that result in the issuance of an examiner's amendment will not incur this additional fee.

/John Dwyer/
Examining Attorney
Law Office 116
Telephone 571-272-9155
Facsimile 571-273-9116

RESPOND TO THIS ACTION: Applicant should file a response to this Office action online using the form at <http://www.uspto.gov/teas/eTEASpageD.htm>, waiting 48-72 hours if applicant received notification of the Office action via e-mail. For *technical* assistance with the form, please e-mail TEAS@uspto.gov. For questions about the Office action itself, please contact the assigned examining attorney. **Do not respond to this Office action by e-mail; the USPTO does not accept e-mailed responses.**

If responding by paper mail, please include the following information: the application serial number, the mark, the filing date and the name, title/position, telephone number and e-mail address of the person signing the response. Please use the following address: Commissioner for Trademarks, P.O. Box 1451, Alexandria, VA 22313-1451.

STATUS CHECK: Check the status of the application at least once every six months from the initial filing date using the USPTO Trademark Applications and Registrations Retrieval (TARR) online system at <http://tarr.uspto.gov>. When conducting an online status check, print and maintain a copy of the complete TARR screen. If the status of your application has not changed for more than six months, please contact the assigned examining attorney.

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Review: Nidar Yade

Tuesday, December 16th, 2008

I don't often see molded **candy bars** that have both milk and dark **chocolate**. In fact, the Nidar Yade is probably the first one I've had. It seems most manufacturers assume that milk **chocolate** and dark **chocolate** are mutually exclusive and that consumers want one or the other, not both in the same product.



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About This Blog

This is a blog exclusively about **candy bars**. We track down **candy bars** from around the world and write thoughtful, in-depth reviews with pictures. [Learn More...](#)

Recipe: Peanut Butter Caramel Peanut Bar

I've been telling people for a while that I make **candy bars**. However, I'm not sure everyone believed me. While I've eaten my own creations and frequently shared with my girlfriend and family, I hadn't shared with many others (namely, my co-workers). So, I decided I was going to make some to bring into the f...

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Structure

A thin, wide molded bar with a bottom layer of dark **chocolate** and top layer of milk **chocolate**. Small, caramelized bits of macadamia nuts and hazelnuts are mixed in.



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Texture

Perfectly tempered with a nice snap when you break it into the smaller, triangular pieces. The hazelnut and macadamia nut pieces are really small, but add a nice contrast to the smooth **chocolate**.

Taste

There's about two or more times milk **chocolate** than dark **chocolate**, but in terms of taste, the two are split evenly. The dark **chocolate** is more pronounced when you first **bite** in, but the milk **chocolate** becomes more noticeable on the finish. It's difficult to taste any hazelnut or macadamia nut because the pieces are so small, but you do get some extra sweetness from their caramelized coating.



Verdict

I don't actually finish many of the **candy bars** that I review on this blog myself. I try to share with others if they're good or I sometimes toss out the rest if they're really bad. So when I eat an entire **candy** bar myself, like I did with the AldenMade chocolate, it's a good sign. I don't know if I could

going to make some to bring into the [...]

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with the Nidar Yade, that's a sign that it's a damn good **candy** bar. I would put the Yade easily in the top tier of the **candy bars** I've tried so far.

Tags: dark **chocolate**, hazelnut, macadamia nut, milk **chocolate**
Posted in **Candy**, **Chocolate**, Nidar, Norway, Positive, Review | No
Comments »

Review: Ritter Sport Milk **Chocolate** with Whole Hazelnuts

Thursday, March 27th, 2008

I purchased this German **candy** bar a few weeks ago and have been anxiously waiting to try it out. The excellent packaging for the Ritter Sport product line is the first thing that caught my eye. It's distinct, simple, and successfully conveys what's inside – which is a milk **chocolate** bar “chock full of whole roasted hazelnuts”. They're not kidding either. Judging by the packaging, there must be 40+ hazelnuts in this bar.



Structure

A square, molded milk **chocolate** bar with 16 small square **segments** – each embossed with the Ritter Sport logo. Whole hazelnuts are liberally distributed throughout.

